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The International Business Magazine



Africa Business opportunities for German SMEs

Focus Eastern Africa & Kenya:

Market opportunities for German economic actors

Economy:

Great potential in renewable energies
Investment potential in the areas of digitalization agriculture and tourism
Recruiting skilled workers from Africa
Financing and securing business in Africa

Politics:

German-East African relations - climate and development partnership
Interview with Erwin Rüdgel, Member of the Bundestag
Prospects for industrialization in African countries
Interview with Dr. Gerd Müller, Director General of UNIDO

News from the Mittelstand Alliance Africa:

SMEs and Africa

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Dear entrepreneurs,

as the new Chairman of the Federal Executive Board of the BVMW, I am very pleased to welcome you to this issue of AfrikaContact. Since I see Africa as a continent of opportunities, it is very important to me to be strongly committed to Africa and to make a corresponding contribution to further strengthening the alliance between Germany and Africa.

In this third issue of the AfrikaContact magazine, published by BVMW in cooperation with OWC Verlag, you will gain an insight into business partners and future markets in Africa.

You will also learn about the success stories of German companies that are already established locally. The focus of this issue is on Kenya and East Africa, where the BVMW has a particularly broad network thanks to several foreign offices, strong partners and our Rwanda task force.

Africa has developed from a continent with many challenges into one of the most promising markets for investment and has grown into a global player with steady economic growth. Africa offers investment opportunities, particularly in the renewable energy, sustainable agriculture, health, water, infrastructure and education sectors. Regional cooperation such as the African Continental Free Trade Area (AfCFTA) promotes intra-African trade, economic integration and job creation.



The possibility of joint ventures in Africa opens up promising prospects for international partnerships. By forming joint ventures, German and African companies can not only share resources, but also learn from each other to develop innovative solutions to today's challenges.

Dear entrepreneurs, as you can see, Africa offers a wide range of opportunities for innovation and growth for companies that know how to make use of them. At the same time, SMEs can create jobs through business activities in Africa, contribute to training and further education and thus promote sustainable development.

The German Mittelstand. BVMW is happy to support you in your endeavors in Africa and with African partners.

I wish you an insightful reading and encourage you to take advantage of the impressive economic potential in Africa.

Kind regards

Yours,

A handwritten signature in blue ink, appearing to read 'Ahlhaus'.

Christoph Ahlhaus
Chairman of the Federal Executive Board, Senator (ret.)

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Focus Kenya



Republic of Kenya

Capital: Nairobi
Official languages: English, Kiswahili

Area: 580,370 km²
Population (GTAI, forecast 2022): 54 million
Time zone: GMT+3
Currency: Kenyan shilling (K.Sh.)

Internationale Rankings

International Rankings 2020 Ease of Doing Business Index
(The World Bank)

#56 (190 ranks)

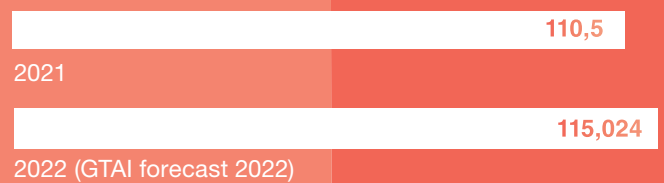
Index of Economic Freedom (The Heritage Foundation)

#Platz 138 (176 ranks)

Corruption Perceptions Index (Transparency International)

#Platz 128 (180 ranks)

Gross domestic product in USD billion (nominal)



GDP per capita in USD



Dear Readers,

As Kenya's Ambassador to the Republic of Germany, it is my honor to extend a warm welcome to all readers and partners.

Kenya is one of the most economically advanced countries in Central and East Africa. Thanks to its strategic geographical location with access to the sea, a growing entrepreneurial middle class, a young and dynamic population, diversified agriculture and a fast growing service sector, the country has very strong growth prospects.

In addition, Kenya has a developed financial sector and strong telecommunications infrastructure, and offers tax and non-tax incentives to foreign investors. Foreign investors are considered in the same way as domestic investors by the administrative and judicial authorities.

Kenya has also signed numerous bilateral and multilateral trade agreements. It is a member of the WTO (World Trade Organization), Africa Growth and the Common Market for Eastern and Southern Africa (COMESA), which gives the country privileged access to markets in Africa and the world.

Kenya offers many investment opportunities for German companies, especially small and medium sized enterprises. Renewable energy generation through means such as wind energy and geothermal energy is one strategy to increase the volume of investment in technologies in this area. We plan to meet all our energy needs through renewable energy from 2030.

Agriculture takes on an important place within our local economy. More than 50% of the workforce is employed in this sector. Kenya is the second largest tea exporter in the world and the third largest tea producer. There are also investment opportunities in the mining sector, as Kenya has significant resources such as titanium.

In addition, the construction of oil pipelines and storage facilities for oil products as well as the tourism sector offer investment potential. Tourism is one of the strongest sectors in terms of foreign exchange in Kenya and ranks third in terms of GDP after agriculture and industry.

Kenya as you can see is a very profitable investment destination. German investors are welcome in Kenya and I support small and medium sized companies with their investment projects in this important market.



Kenya will be the partner country of the Federal President's Citizens' Festival 2024! This year's Citizens' Festival will be a special event for German-Kenyan relations. Kenya is an important partner, especially in the fight against climate change and the promotion of youth employment. Join us at the Federal President's Citizens' Festival. I look forward to seeing you there!

I.E. Botschafterin Stella Mokaya Orina
Botschafterin der Republik Kenia

Panorama

East Africa: The example of Tanzania

East Africa - A market full of opportunities for German SMEs

Economic growth in the East African country is accelerating. There are business opportunities for German companies in many sectors. Tanzania is one of the largest markets in East Africa. The construction of a railroad line from Dar es Salaam to the hinterland will open up new business opportunities. With a population of around 66 million in 2023 and an annual growth of around 1.8 million, Tanzania has a large market.

Agriculture plays a major role in the country's economy and employs over 60% of the workforce. Export products include coffee, cocoa, cashew, beans, maize and spices, to name but a few.

Allan Mutagwaba is an entrepreneur who recognized this opportunity and has specialized in coffee exports. He grew up in Tanzania and studied business administration in Germany. Together with his wife Katharina, he discovered the potential of delicious coffee with an exotic flavor from his own home village by chance. The idea of exporting good, fair and organic coffee was born and currently exports around 12,000 kg of coffee per year



Allan Mutagwaba and his wife Katharina Mutagwaba in their café „MAK Afrika“ in Augsburg. Copyright Martin Augsburg



The couple see themselves as social entrepreneurs who support local farmers with 100% sustainable coffee cultivation. A win-win situation. The current 30 or so coffee farming families are involved as partners, get paid a more than fair price for the coffee and it ensures that they can reap the benefits of their work. This ensures direct and fair trade, as there are no middlemen.

Visit and quality check with a coffee farmer on Mount Meru, Tanzania.
Copyright Martin Augsburg

This concept has positively changed the lives of the farmers and at the same time several other social projects in the school system, whale protection, the renovation of retirement homes, the planting of more coffee trees and much more have been realized. A true success and a commendable project in the region.



Social project School renovation and play facilities near the slopes of Mount Meru, Tanzania.
Copyright Martin Augsburg

Mount Meru in Tanzania. Copyright Martin Augsburg



Fauna in Tanzania. Copyright Martin Augsburg



Tourism in East Africa is a fast-growing industry and a high-revenue market. East Africa has several tourist advantages and offers particularly attractive conditions for development. It owes this advantage to the diversity of its landscapes, its microclimate, its flora and fauna, its handicrafts, its hospitable traditions and its history, which constitute a rich and dynamic civilizational capital.

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Exportfinanzierung

Afrika im Fokus

Wie kann die AKA bei der Geschäftsfinanzierung unterstützen?

Die AKA bietet Geschäftspartnern eine optimale Unterstützung bei der Finanzierung und administrativen Abwicklung ihrer internationalen Finanztransaktionen. Mit einem Fokus auf Emerging Markets sichert sie Risiken in über 70 Ländern ab und arbeitet dabei eng mit ihren Gesellschafterbanken sowie deutschen und europäischen Exportkreditversicherungen (ECAs) zusammen.

Was macht die Region Afrika interessant bzw. welches Potenzial bietet sie?

Der Kontinent Afrika ist besonders vielseitig und eröffnet dem Exportgeschäft aufgrund seines starken Bevölkerungs- und Wirtschaftswachstums neue Möglichkeiten. Viele afrikanische Regionen streben danach, ihre Wirtschaft zu diversifizieren, um die Abhängigkeit des Exportes von Rohstoffen und Mineralien zu verringern und infolgedessen neue Branchen und Märkte zu erschließen. Insbesondere durch den Aufbau des afrikanischen Industriesektors steigt die Nachfrage und der Bedarf an Exportprodukten aus traditionellen Branchen wie Maschinen, Elektrotechnik und chemischer Produktion, wodurch sich großes Potenzial für deutsche Exporteure ergibt.

Welche Expertise hat die AKA in der Region Afrika?

Seit 2009 begleitet die AKA Exportfinanzierungen auf dem afrikanischen Kontinent. Sie hat bereits mehr als 60 Transaktionen mit einem Gesamtvolumen von 1,8 Mrd. Euro abgeschlossen und verfügt damit über eine tiefe Kreditexpertise. Als zuverlässiger Finanzierungspartner haben wir kleinvolumige Exportgeschäfte in vielfältigen Sektoren ebenso finanziert wie große Infrastruktur- und Energieversorgungsprojekte realisiert.

Wir unterstützen deutsche Exporteure bei ihren Vorhaben in Afrika und stehen ihnen mit unserer langjährigen Erfahrung und Know-how zur Seite. Gemeinsam mit unseren lokalen Kunden und Bestellern möchten wir Afrikas Zukunft gestalten.

Ihr Ansprechpartner

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German-Kenyan Partnership 2023: Examples from the fields of economy, climate, digitalization

The year 2023 marks 60 years of Kenyan independence and 60 years of German-Kenyan partnership. On behalf of the German Federal Government, the “Deutsche Gesellschaft für Internationale Zusammenarbeit” (GIZ) is making an important contribution to expanding economic cooperation.

Kenya's strengths

As one of Africa's largest economies and a gateway to the East African region, Kenya offers great potential for economic cooperation. With a share of more than 90% renewable energies in the electricity mix, mainly through geothermal, Hydropower as well as solar and wind energy, a young, dynamic, and well-educated society and a strong entrepreneurial spirit, Kenya offers many starting points for successful development cooperation.

Policy initiatives in the last 12 months

Building on Chancellor Scholz's visit to Nairobi in May 2023, among other things, Kenya, Germany, and the European Commission (EU-KOM) have expanded their cooperation in the last 12 months through several initiatives:

- In December 2022, Germany and Kenya concluded a climate and development partnership under the leadership of the German Federal Ministry for Economic Cooperation and Development (BMZ).
- In December 2023, the EU-KOM and Kenya concluded negotiations on an Economic Partnership Agreement (EPA).
- In summer 2023, the EU-KOM offered Kenya the opportunity to become the first African country to start negotiations on an adequacy decision for data protection. This would mean that personal data could flow from the EU to Kenya and vice versa without the need for further protective measures.
- In September 2023, Germany and Kenya agreed on a roadmap for a bilateral skilled worker migration agree-

ment under the leadership of the Special Representative for Migration Agreements in the Federal Ministry of the Interior.

- In November 2023, Germany and Kenya signed a memorandum of understanding for a digital dialogue under the leadership of the Federal Ministry for Digitalization and Transport.
- On the margins of COP 28, Kenya joined the Climate Club, an initiative of the German and Chilean governments.

The challenges

Kenya, like many African countries, is facing challenges. Approximately 80% of all SMEs in Kenya are active in the informal sector. Kenya is ranked 123 out of 180 in Transparency International's Corruption Perceptions Index, and the labor market remains tight, with youth unemployment at more than 13% and underemployment at more than 35%.

Activities of the „Deutsche Gesellschaft für Internationale Zusammenarbeit“ (GIZ)

On behalf of the German Federal Government, GIZ supports Kenyan partner organizations and authorities in implementing projects that create new jobs and stimulate economic growth, among other things. The focus here is particularly on the qualifications of young Kenyans.

Utilizing the potential of renewable energies

Due to its largely green energy production, Kenya has optimal conditions for producing green hydrogen and processing it as a fertilizer, for example. At the same time, the Kenyan market offers opportunities in the field of e-mobility. To support the development of the sector, GIZ is advising the Kenyan government on the development of a conducive legal framework, developing training programs for specialists, and promoting local start-ups.

Vocational training as the key to meeting the demand for skilled workers

Since 2019, GIZ has been working with the Kenyan Ministry of Education to promote vocational training based on the dual approach, inspired by the German model. The aim is to train young people in close cooperation with the private sector so that their skills meet the needs of companies. This program will be introduced at more than 60 vocational schools across the country from 2023. The focus is on industry-related professions such as industrial or agricultural machinery mechanics, e-mobility, and gastronomy.

Strengthening the private sector

For many years, GIZ has been advising and supporting Kenya in improving the conditions for Kenyan companies, especially MSMEs. The focus is on strengthening business models and access to financial services. Here, GIZ works closely with private providers, but also with banks and state service providers, such as banks and state service providers.

Digitalization and trade

In the field of digitalization, GIZ supports the establishment of the Kenyan Data Protection Authority, promotes the development of new e-governance solutions, and supports the digitalization of MSMEs. In the area of trade, GIZ supports Kenya in the implementation of the Pan-African Free Trade Agreement, in trade facilitation issues and on the topic of quality infrastructure for regional and international exports.

Authors:

Bernd Lakemeier is the head of GIZ's Sustainable Economic Development, Employment Promotion and Digitalization Program in Kenya.

Hanna Salian is the head of the GIZ's Energy, Transport and Climate Change Program in Kenya.

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TURKISH AIRLINES

IT talent from Africa:

An innovative collaboration model with AmaliTech and nexum

Companies in Germany need to find new strategic paths in their search for IT specialists in order to sustainably advance their digital agenda and remain competitive. The potential of Africa, with its enormous, motivated talent pool, is still mostly undiscovered. nexum and AmaliTech offer an innovative collaboration model that facilitates the search for employees and enables easy collaboration with tech talent from Ghana and Rwanda.

Germany's shortage of skilled workers

The current IT skills shortage is a major concern for many companies in Germany: how can the digital agenda be driven forward despite the lack of personnel? How can the enormous cost pressure associated with the current search for talent be avoided?

Vacancies in Germany have risen sharply in recent years, particularly in the information technology (IT) sector. According to Bitkom e.V. (2023), there is currently a shortage of 149,000 IT experts - a figure that is expected to rise to more than one million by 2030 (Boston Consulting Group, 2021). Yet, it is precisely in this area that rapid develop-

ments are forcing companies to drive forward their digital transformation in order to remain competitive. Cologne-based digital consultancy and agency nexum AG also faced this problem. As one of the largest owner-managed full-service digital service providers in the German-speaking realm, the company helps its clients to master the challenges of digital transformation. New, creative approaches are needed to attract IT talent. „It was clear to us early on that solely focusing on the German market was not enough. That's how Africa came into play!“ explains Michael Klinkers, CEO and board member of nexum AG.



Foto:nexum



Looking Towards Africa

The numerous opportunities that Africa offers are mostly unknown. African countries are located in similar time zones to Central Europe and often have English as their official language. Above all, Africa shines with its population. In addition to having the world's youngest population, Africa records around two million IT graduates every year (Morrissey 2019). But how can companies gain access to the right, well-trained talent? nexum AG opted for a strategic partnership with AmaliTech Services GmbH, also based in Cologne.

New skilled labor strategies: a bridge to Africa

Founded in 2019, AmaliTech builds a bridge between Africa and Europe by offering IT talent in Ghana and Rwanda a sustainable job in their home countries while simultaneously counteracting the skills shortage in Europe.

AmaliTech's model is designed to prepare young Africans for successful international collaboration: Tech talent receives training in tech and soft skills at the AmaliTech Training Academy and, upon successful completion, a subsequent job offer in one of the AmaliTech offices.

AmaliTech's local operational teams are largely responsible for finding suitable talent. In Ghana and Rwanda, an annual pool of around 45,000 STEM graduates is available, along with additional talent from the surrounding countries. Young people are addressed locally in close cooperation with universities and local partners. Around 400 IT talents from AmaliTech's offices are now working successfully with international clients.

An innovative cooperation model

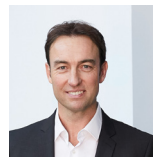
nexum has been working with AmaliTech since 2020 - a partnership whose success is built, among other things, on the company's suitable framework conditions: English as the corporate language, an agile mindset, as well as an openness towards remote work, which has long been es-

tablished at nexum through various locations outside Germany. Today, nexum also passes on the successes it has achieved and the experience it has gained to its clients. In cooperation with AmaliTech, nexum enables its clients a smooth start to working with African talent, especially those with limited framework conditions for intercultural cooperation.

In addition to the mere provision of specialists, the value proposition also includes the setup, scaling and integration of high-performing, mixed tech teams from Europe and Africa, if necessary, with a German-speaking interface to the client. Depending on the structure of the company, teams are set up to meet the client's requirements, which usually consist of a mix of IT experts at junior and senior level. nexum provides consulting services to build blended tech teams in the client's existing organizational structure, as well as technical supervision by nexum's senior developers - AmaliTech offers the opportunity for scaling. The model represents a win-win situation for companies seeking suitable specialists, as it allows easy scaling of teams and support in successful collaboration with tech talent from Africa.

Tips for finding employees: Change of perspective

In order to remain competitive, companies must be open to future-oriented concepts and change their perspective. In doing so, it is worth looking towards Africa. After all, around 40 percent of the world's youth will come from Africa by 2030 (World Economic Forum, 2022). The future lies in Africa, and strong partners such as nexum and AmaliTech can help to facilitate access to qualified African specialists.



Autoren:
nexum AG und AmaliTech

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Morrissey, Jerome (2019): Developing Youth Skills to Grow Africa's Digital Economies.

World Economic Forum (WEF) (2022): Why Africa's youth hold the key to its development potential.



Foto: Among other things, chili is grown as a commercial intercrop in the cultivation project. ©COTONEA

Potential of organic farming in Africa to feed the world

Worldwide, the agricultural usability of soils is dwindling dramatically. According to the United Nations*, 40 percent of global soils are already degraded. However, there are promising prospects in Africa.

The Food and Agriculture Organization (FAO) warns that up to 90% of arable land could be at risk by 2050.* The reasons for soil loss are scientifically proven: Conventional agriculture overuses its own foundation by using artificial fertilizers, genetic engineering, pesticides. The result is a reduction in soil life and reduced fertility.

Roland Stelzer, Managing Director of the organic cotton brand Cotonea, experiences the potential that Africa has on an almost daily basis. The company helped to set up a cultivation project in northern Uganda in 2009 and sources some of its organic cotton from there. He says: „Our organic farmers there show that things can be done differently: they have a significantly higher yield than a conventional farmer - even compared to the USA.“

Success story from northern Uganda

The project initiated by the Gulu Agricultural Development Company (GADC) in northern Uganda is in a good starting position: the soil (as in many regions of Africa) has not yet been affected by conventional agriculture.

Through training (organic farming practices to the best standards) and agricultural practices such as crop rotation, multi-crop fields, agroforestry and terrapreta, the farmers can maintain or even improve the soil: Initially, a farmer produces 150 to 200 kg of cotton fiber per hectare. Later, the yield is an average of 680 kg per hectare. The best farmers achieve 1,600 kg per hectare and thus show what is possible. The quality of the soil is continuously impro-



Organic cotton field in the cultivation project in Uganda ©COTONEA

ving and the soil is once again infused with more microorganisms, which also benefits the yield.

Sustainable agriculture and economic security

In addition to organic cotton, the field rotation crops are also grown commercially; mainly sesame, but also chili and sunflower seeds. Several mainstays mean economic security for the farmers. They also grow various crops for their own use.

In the USA and in conventional agriculture, there are machine costs, fuel costs, fertilizer costs and pesticide costs; four cost blocks that are not incurred in the GADC project in Uganda. If you deduct the costs from the yields per hectare, the net yield in the GADC project in Uganda is higher on average, observes Stelzer: one to two hectares feed a farmer there, whereas in the USA four-digit hectares are required for this.

Roland Stelzer sums up: „I see great potential in organic farming in Africa. The whole region is very fertile and could become the world’s food source.“

Author:
Cotonea, Gebr. Elmer & Zweifel GmbH & Co. KG
Web address: <https://www.cotonea.de>

*Sources:
United Nations Convention to Combat Desertification (UN-CCD), 2018
Food and Agriculture Organization of the UN (FAO), 2022

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Developing Sustainable Tourism in Africa

The tourism sector plays a crucial role in East Africa, while the region grapples with the impacts of climate change and rapid population growth. In this article, you will learn how sustainable tourism can contribute to addressing these challenges.

Current Situation: Safari and Beach Tourism

Historically, tourism in East Africa has revolved around safaris and beaches, contributing to the protection of unique wildlife reserves. World-famous destinations include the Serengeti in Tanzania, the Maasai Mara in Kenya, and the mountain gorillas in Uganda. From a conservation perspective, this is a success story. However, the human factor has often been overlooked. Due to the region's rapid population growth, human-wildlife conflicts are on the rise, and too few local communities still benefit from tourism in these areas.

Engaging Communities and Creating Prosperity

To make tourism sustainable, protect wildlife, and create prosperity, it is essential to involve local residents who are currently not part of the industry. This involvement can take the form of direct employment in the industry and indirect contributions through the purchase of local raw materials and subcontracting. This is a commitment that our travel agency has made. We collaborate extensively with locally-based partner companies and prioritize selecting accommodations based on CSR standards.

Diversifying the Tourism Offer

Diversifying the range of products offered is also necessary. In addition to traditional safari and beach combinations, we have developed many trips with cultural encounters and active experiences in recent years. Our sister

Foto: Mit dem Mietwagen in Tansanias unbekanntem Süden, Joesphine Heyde



company, 4x4 Safarirentals GmbH, has worked with partners in Tanzania, Kenya, and Uganda to create self-drive products that we distribute through Akwaba Afrika and other travel agencies worldwide. Although this approach means we forego local guides, it has led to a significantly stronger monetary distribution effect due to routing to remote areas and the nature of the travel experiences. It also helps us avoid concentrating tourists in a few heavily-visited areas, promoting more frequent exploration of lesser-known hidden gems.

Compensating for Flight Emissions

A drawback remains: without flights, most European travelers cannot reach East Africa. Here, it is the responsibility of us as travel organizers to compensate for emissions. We collaborate with atomsfair and offset all flights and land programs through fixed fees. This means even flights not booked through us are compensated. When we give consumers this choice, they often decide against it for various reasons.

Conclusion

Developing sustainable tourism in East Africa requires a comprehensive commitment that encompasses wildlife conservation, community involvement, diversification of offerings, and offsetting flight emissions. Through such measures, not only can ecological challenges be addressed, but also economic prosperity can be fostered.



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INHOUSE SEMINAR

LADUNGSSICHERUNG

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Statistiken der Polizei und des Bundesverkehrsministeriums dokumentieren, dass ungesicherte oder nicht ausreichend gesicherte Ladung als häufige Unfallursache in Erscheinung tritt. Fast 70 Prozent der kontrollierten Fahrzeuge fahren mit schlecht oder nicht gesichertem Transportgut los. Tendenz steigend!

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Digital value creation in Rwanda

An outstanding IT scene is emerging in the up-and-coming country of Rwanda. The German-Rwandan partnership project AIPI brings this potential together with German companies - to the benefit of both sides.

With a population of just 12 million, the Central African country of Rwanda has a low profile in the German media. This is probably also due to the fact that Rwanda has been free of crises for many years. What's more, it has long been a prosperous country that deserves much more attention - and where it is worth doing business. This is also the view of the World Bank's Doing Business Report, which repeatedly places Rwanda in top positions. In 2019, it was ranked second in Africa and 29th worldwide.

Modernization programmes that are supported by both the government and the young, dynamic population are essential for success: At 61.3 percent, the proportion of women in parliament is higher than anywhere else. The world's first drone airport also opened in Rwanda. Its sophisticated logistics system delivers medicines, mail and other goods to remote regions. And Rwanda's schools have been providing every child with a tablet or laptop since 2009 - nine years before the digital pact in Germany.

Because the universities also teach modern IT skills and the country has excellent data networks, Rwanda's digital

scene is now one of Africa's avant-garde. Added to this is the intercontinental airport in Kigali and the country's central location in the emerging free trade area (AfCFTA) with 1.3 billion people. In short: Rwanda is an economic and digital hub in the heart of Africa.

A partnership project as a door opener

The country therefore fulfills the ideal conditions for the German-Rwandan partnership project AIPI (Access to International Partnerships in IT). Initiated by the German Association of IT SMEs (BITMi) and the Rwandan ICT Chamber, AIPI brings the IT ecosystems of both countries closer together - funded by the BMZ and with the support of sequa gGmbH. The benefits for participating companies: profitable cooperation on an equal footing and new ways to enter the market.

For example, German companies are given the opportunity to compensate for their lack of qualified young IT talent. While there are around 130,000 vacancies in Germa-



„Road to GS1 Rwanda“ is an important modernization programme for the Rwandan economy. © AIPI



Stakeholders from the digital economy and other industries take part in GS1 workshops. © AIPI

ny, there are highly committed and well-trained specialists in Rwanda. AIPI has been ensuring successful matchmaking since the start of the project - as well as in cases where German IT departments or their budgets are overstretched. The partnership project places established IT companies or fresh start-ups in Rwanda, advises on formalities and accompanies all participants on their common path.

Win-win for everyone involved

High-quality app development, proof of concepts or testing can also be realized here quickly and cost-effectively. And compared to many other outsourcing regions, Rwanda offers clear advantages: English-speaking graduates, shorter distances and only a minimal time difference. These factors also predestine the up-and-coming country for entry into African markets. AIPI uses its knowledge and established local connections to support German companies entering the market.

For the Rwandan side, the partnership project is about participating in the value creation of German companies. Numerous collaborations promote economic and social development as well as competitiveness. On the other hand, the AIPI project expands and deepens technical, procedural and entrepreneurial expertise in Rwanda's IT sector. It is not only bilateral cooperation that ensures greater professionalization: AIPI also offers Rwandan companies and IT talents training, tech-upskills, certifications (iSQI) and quality seals. The GS1 Rwanda program ensures international standards. Thanks to the development and establishment of GS1, Rwanda's economy will no longer have

to rely on buying expensive QR and bar codes from other countries. Rwandan producers and retailers will thus become equal links in the global value chain.



Author:
Dr. Geraldine Schmitz, BITMi (German Association of IT SMEs), Project Manager AIPI



„Financial freedom is the key to true empowerment“

Pauline Koelbl is a business-polyglot. She is an impact investor with a gender-lens, an innovation catalyst and the founder and Managing Partner of ShEquity. As an expert at shaping and impacting the future, we talked to Pauline about her outlook on the future of women and empowerment in business.

AWE: Talking about vision and setting the vision, what has your dream always been and how have you worked on implementing this vision?

Pauline Koelbl: One day, a friend of mine asked me: ‘if your life would be turned into a book, what would the title be?’ Without really thinking about it, I replied, ‘Pay it Forward’. This just came about intuitively because I am here because people enabled me to be where I am. When I left Rwanda in 1994 during the genocide and became a refugee, many people opened doors for me. This includes people who shared their bread with me in the refugee camp... They also sustained my dreams and hope. Once I started thriving, I decided to pursue a purpose driven career so that I can impact other peoples’ lives positively. So, paying it forward has been the thought behind my actions and vision.

I can’t pay back those who enabled me to be where I am today. So, but if I can pass on this seed of enablement, I hope that the same person I do it for does it for someone else. That way we can create a circle of paying it forward, unlocking opportunities for others and creating a better and just world.

AWE: You have certainly had an eventful life. As a leader, impact investor and innovation catalyst, what does it mean

for you to empower? And does this word take on different meanings in different spaces?

Pauline Koelbl: Everyone has power within, the “agency” within , but that power can be taken away when one is dismissed or ignored. True empowerment is the type that elevates the power already existing within you and unlocks opportunities for you.

Looking at my journey, I believe “to empower” have different meanings depending on where one is. The worst thing that happens to you when you become a refugee is that you become a number assigned to you! Therefore, I found it empowering when someone’s actions towards me led me to remember who I was, where I came from and that I was visible and heard. When I immigrated to USA with a limited level of English, I felt empowered anytime people made effort to speak to me and reminded me that I had what it takes to learn English and anything else I choose to learn. Lastly, I felt empowered by Professors who believed in my abilities to learn and coached me towards graduating Cumma Sum Laude.

Today, I focus on economic empowerment because I believe financial freedom is a key to true empowerment.

AWE: Thank you for that fresh perspective. Empowerment is also one of the goals of your company ShEquity, can you tell us a little more about ShEquity and its aims?

Pauline Koelbl: ShEquity vision is about closing the 42 billion US dollar gender funding gap in Africa. Our specific goal is to provide what I call smart investment to African female founders who are creating innovative, scalable and impactful businesses that can transform the continent. Those founders are not asking for charity; they just need access to capital like everyone else. Women make up more than 50% of the population and in the African context, they run about 40% of SMEs but they face US\$42 billion funding gap. This, despite the fact that women deliver higher return: around 2.5x more than men.

ShEquity's investment philosophy is about generating triple bottom line return: Profit with positive impact on People and the Planet. Our strategy is about taking an ecosystem approach to investing. By ecosystem approach, I mean combining cash with technical support and connecting the founder to the right networks needed to access new markets and field partners.

AWE: What are your next steps for ShEquity?

Pauline Koelbl: We are raising US\$ 25 million for our second investment vehicle, and we are looking for vision and mission aligned investors and partners who are interested in closing the gender funding gap in Africa and accelerating the achievement of the United Nations Sustainable Development Goals (SDGs). I invite anyone including private and public institutions to join us and close the gender funding gap so that, collectively, we can add \$316 billion to the Africa's GDP by 2025. We also run an Accelerator dubbed SHEBA (ShEquity Business Accelerator) which allows access to a pipeline of de-risked and investment ready deals. With SHEBA, we are building a trusted pipeline of African women-led and owned businesses. We are currently piloting SHEBA in west Africa, and we plan to scale the program to other markets with the right partners.

AWE: Hopefully by 2030 gender equality will be an integral foundation of more companies: How can the goal of gender equality be expressed through a company's actions?

Pauline Koelbl: The starting point for anyone running a business is to realize that any business that ignores 50% of the population is not sustainable! Simply put, gender equity means diversity at a table and this should be part of any business strategy. Diverse voices and points of views

bring a diverse way of looking at the market, the product and service one should be creating or backing.

We need trendsetters that take risks to demonstrate what those championing gender equity, diversity, and inclusion already know. Once that data is widely available, every logical leader will view gender inclusion as a smart strategy towards building sustainable and profitable businesses. Sustainability requires gender diversity.

I hope that by 2030 gender diversity is included in official risk metrics. We know we can add 28 trillion dollars to the global GDP by 2025 by closing the gender gaps and even address other societal challenges including environmental challenges while doing so. This is a win-win strategy: gender equity benefits everyone!



Pauline Koelbl

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Africa's AI rise: the example of BFREE

In Africa, as in other parts of the world, a technological revolution is emerging in the age of artificial intelligence (AI). BFREE, a fintech company co-founded by German entrepreneur Julian Flosbach, specializes in AI-driven receivables management for small loans in West and East Africa.

BFREE: AI in receivables management

Over the past three years, BFREE has become a leading player in the field of digital receivables management. The company mainly serves African banks and mobile payment service providers that extend millions of loans to customers in sizes ranging from 5 to 3,000 US dollars. As an example: In Kenya, 62% of the adult population has already taken out small loans, which inevitably also leads to bad debts. Previously, debt management was carried out locally, mainly via call centers, where debtors were constantly bombarded with calls. This approach was not only inefficient, but often annoying.

Customized solutions and data analysis

BFREE uses AI to collect extensive data on customers and carry out precise analyses of the reasons for loan defaults. The company offers customers customized repayment options based on their current financial situation. This approach not only increases efficiency in recovering outstanding amounts, but also significantly improves customer satisfaction.

The effectiveness of this approach is demonstrated by the fact that BFREE recovers up to 70 percent more defaulted receivables than banks themselves. After three years, BFREE has already served more than four million customers and persuaded almost one million customers to make repayments. Instead of feeling harassed by intrusive calls, customers receive support and understanding for their individual needs. BFREE is an outstanding example of how Africa is using AI in the business world to significantly improve the customer experience and banks' balance sheets.



Photo: BFREE

Author: BFREE
 Foundation: 2020
 Company headquarters: Lagos, Nigeria
 Managing Director: Julian Flosbach
 Number of employees: 153
 Website: www.bfree.io

Ice and cold from solar energy

Africa is suffering still a very high percentage of post-harvest losses all over the continent. This is mainly caused, by lack of cooling. The potential increasing business volume by avoiding losses is remarkably higher than the costs for cooling, but only if electricity is available. Especially in rural areas it is very expensive to run cooling systems with diesel generators. Solar energy is far off cheaper, especially in Africa and feeds perfectly the power demand for cooling. Furthermore, it is not affected by very frequently occurring power cuts.

Solutions for cooling systems

Solar Cooling Technologies is specialized in solar powered refrigeration and cooling systems and is providing technology and know-how for commercial and industrial cooling. All components as the refrigeration compressors are directly powered by photovoltaic energy. The higher the sun irradiation, the better the cooling performance.

The newest development in partnership with Frigotecnica, a leading supplier of ice machines, is a solar powered flake ice machine for fresh fish. The ice machine runs purely on DC Voltage directly provided by photovoltaic modules. It does not require expensive grid forming inverters and battery banks. It is available for 80, 160 and 320kg/hour, with higher demand on request



Solar Cold Room Kit for 20ft Container

Storing cooling power with our ice storage solution is very simple as well. During the day a specially developed ice tank charges in parallel to the cooling process. It allows to maintain low temperatures over-night without expensive battery banks.

Due to increasing requests, Solar Cooling Technologies has a focus on food storage and processing projects. We supply solar powered cold rooms, cooling power for food processing from 5 to 200kW capacity. Furthermore, we offer project related consultancy services.



Solar Ice Machine 2,0 – 8,0to per day

Solar Cooling Technologies is supported by a network of suppliers to realize this new and innovative technology. Special thanks to Invertek Drives, specialized in refrigeration drives and to Bitzer, „Specialist for refrigeration, air conditioning and heat pump technology“

Solutions for cooling systems

Food industry in Africa has a huge market volume. Main issues to develop those markets are weak infrastructure conditions like reliable electricity, affordable logistics and reliable local partners. Our first tests in Zambia have been already 6 years ago and it has taken a while to find companies, that are capable to serve the local market conditions. We made the best experiences with local well-established companies that have already European or even better German partners. It is very fruitful to work with partners, that understand the local market requirements and are aware of obstacles to import and preparing all required paper works and administrative works properly. For east Africa, we have a strong partner, for West-Africa, we are still interested in contacts as a next development step.

Even though, it takes a while to enter business in Africa, it can be expected that some branches will increase rapidly. It is for example well known, that the mobile network in Africa is often far of better than in Europe. The turnover of the entire African food market for 2023 is expected to be 792 Billion € and in 5 years 1.366 Billion €.

„I would appreciate it if we as German entrepreneurs develop those promising markets together with local companies and to not leave this opportunity to others “

Author: Arnd Pietrzak, CEO Solar Cooling Technologies GmbH

Opportunities in Tanzania and Kenya – garden soil, animal feed, substitute fuels

During his state visit at the end of October, German President Steinmeier could hardly have failed to notice that Tanzania is on the way to a recycling-oriented, integrated waste management system. First he was given a brief introduction to Africa's most modern composting plant, Mabwepande, including the breeding of Black Soldier Fly larvae, then he went to the HeidelbergMaterials cement plant in Wazo Hill to be shown local substitute fuels. These may still be isolated, donor-funded lighthouse projects, but the path is clear: the extraction and processing of secondary raw materials is the focus of waste reaping management.

Garden soil and peat substitute

Where the production of quality compost is assured, as in Mabwepande, the operators - not unlike their German colleagues - are focusing on the higher-yield segments: garden and planting soil, mixed from local substrates and compost. Peat is not needed because the input materials sugar cane and banana leaves develop a peat-like effect after composting. Europeans are still hesitant, although the success stories with flowers have shown how it is possible to work together in North-South business. Currently, support programs can also help to reduce risks.



Inauguration of the Mabwepande composting plant.
Copyright: MCM

Black Soldier Fly larvae

The animal feed industry is currently paving the way for protein-rich larvae to reach Germany. Import prices of €1/kg dry larvae make production in Germany profitable. Food scraps are available everywhere as a substrate and in Germany there are waste producers everywhere who see a win-win situation. And yet Africa, with its expertise in larvae breeding, offers special opportunities. What is possible in the open air in Africa requires a temperature-controlled hall in Germany. And so it will happen at some point, as with many climate-sensitive activities: part of the added value remains in Africa, preferably the first cycle of larvae breeding (up to the eggs), then it goes to Germany for rea-

ring - and the organic waste becomes animal feed, without any pigs in the yard.

Processing of secondary plastics



PE recycling products at Jumanne Plastic Recycling Mwanza.
Copyright: Kölsch

There is a lively, albeit very small-scale recycling industry in East Africa. PE, PET and other plastics are mostly removed from the waste stream via informal sorting and processed into fibers or granulates. The vertical range of manufacture in the sector market is constantly increasing, but there is a lack of capital and demand because there are too few local plastics manufacturers who use the granulates. Many products are dominated by imported goods. In order to strengthen African countries as potential production locations (such as comparable production facilities in South East Asia), there are great expectations of new financing instruments from EPR (Extended Producers Responsibility), plastic credits or CSR (Corporate Social Responsibility). Donors are also considering giving preference to locally sourced recycled materials when procuring water tanks, waste garbage bins, geotextiles and pipes, for example. This will please those who got on board early.

Dr.-Ing. Florian Kölsch, Geschäftsführer der Dr. Kölsch Geo- und Umwelttechnik GmbH, www.dr-koelsch.de

Moringa – the sustainable source of protein for our future

A current key question is: How can the world's protein requirements be efficiently and sustainably met in the face of rapidly increasing demand?

Our answer: In order to protect climate and environment, it is imperative to find an ecological and wholesome alternative to soy - and to do so immediately with moringa!

The protein market is independent of trends and the demand for plant-based sources is increasing exorbitantly worldwide, as more and more animals and people need to be fed. Currently, this is mainly done with soy.

The disadvantages of soybean cultivation are considerable. Soy cultivation is associated with high water and land consumption. As forests have to be cut down and cleared, large amounts of greenhouse gases are emitted during cultivation. In addition, large-scale cultivation requires the high use of pesticides. All of this leads to further destruction of the ecosystem, in particular to soil poisoning, soil erosion, water pollution and even more greenhouse gases. The global nutrition of humans and animals from soy therefore represents an ecological and social challenge that urgently needs to be overcome with a sustainable solution.

For MORINGA-HELP GmbH, the solution is: reforestation instead of deforestation with high-protein MORINGA

Africa is Moringaland

Since the 19th century, the plant has been widespread in Africa, particularly in East Africa, and is used by the population as a food and remedy.

What is Moringa?

„Moringa has the highest crop yields near the equator and thus provides the opportunity to create sustainable economic growth in Africa.“

Moringa (botanically *Moringa Oleifera*) is a tree that has several special features not found in other cultivated plants. It is extraordinarily productive, even thrives on sandy and poor-quality soils and has an exceptionally high and full array of nutrients and vital substances. What never ceases to amaze are the high biomass yields. Depending on the conditions, Moringa trees grow up to three meters in height within a year of sowing, absorb an extremely high amount of CO₂ and can be harvested several times a year. They are largely undemanding and robust, meaning that moringa can be easily integrated into agroecological cultivation systems, such as mixed cultivation (so-called agroforestry).

Due to their deep and thickened storage roots, they have low water requirements and can therefore survive longer dry periods, which is a great advantage for food security in times of advancing climate change and the associated shorter rainy seasons in Africa.

These are all ideal conditions for reforestation, renaturation and development projects. Moringa is therefore an excellent basis for achieving important ecological, economic and social goals for sustainable development, even in less developed growing countries and regions, provided that the value chain is professional and sustainable.

Moringa is also a plant that produces higher protein yields per acre compared to soy.

The quality (biological value) of the protein contained in the seeds and leaves is in no way inferior to that of soy, which is why moringa is ideal for use as food and animal



Foto: Junger Moringa-Baum



feed. European protein sources such as field beans, peas, lupins or sunflowers are not competitive due to the much shorter vegetation phase in the tropics and subtropics. For this reason, the cultivation of soy in Europe is also far from sufficient to close the protein gap.

Planned cultivation will enable Africa to enter the lucrative global protein supply market - a unique opportunity for economic growth in rural and urban areas.

The mother of plants is called Moringa

„Moringa can save millions of lives and protect our environment“

The plant itself brings not only ecological and social but also economic benefits for Africa and Europe. Moringa seeds and leaves are currently grown in tropical and subtropical countries, mostly on small farms for the local food market. However, this cultivation only has a limited capacity, as an internal market research analysis has shown. In the Moringa-Help GmbH business model, Moringa is marketed as a source of protein for the global animal feed and food market as the more sustainable alternative to soy. Another advantage is that the moringa tree, as a perennial plant, also stores CO₂ in its wood and roots. Soy, on the other hand, causes CO₂ emissions and has to be reseeded every year. In direct comparison with soy, it is also clear that moringa requires less water during cultivation, produces more protein per area and is far less susceptible to diseases and pests.

“The trade and cultivation of moringa is a very sustainable business because the product properties and therefore

re the price-performance ratio are significantly better than soy in all categories. If you also consider the ecological footprint and evaluate it economically, companies in the feed and food market should act immediately, recalculate, and rethink the supply chain of their old category. Harmonising economic, ecological and social factors is the challenge of our time. With Moringa, we have found a solution in the field of proteins for humans and animals and look forward to making a positive contribution“, says Arne Rohlfs, CEO and founder of Moringa Help GmbH.

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Bedeutung der Proteine und Proteinmarkt

Important tasks of proteins

General

- The most important component of our genetic material and thus for the conversion of genetic information.
- Building material for tissues, organs, messenger substances, immune substances, plasma proteins, lipoproteins, enzymes....
- Provision of energy (10% share).
- Introduction of nutrients and building materials into the cell and disposal of waste products through protein channels and protein pumps.

Additionally in the animal feed sector

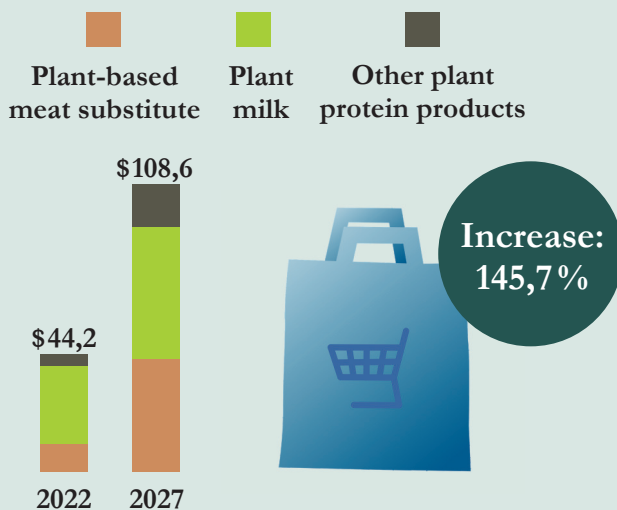
- High-protein concentrated feed promotes rapid growth and mass gain during rearing.
- As a building material for milk protein, there is a high demand to improve milk yield.

Additionally in the sports & fitness area

- Promotes endurance, muscle growth and mental resilience.
- Reduces muscle fatigue and recovery time.

Global growth in plant proteins in billions of USD

Food and food protein products



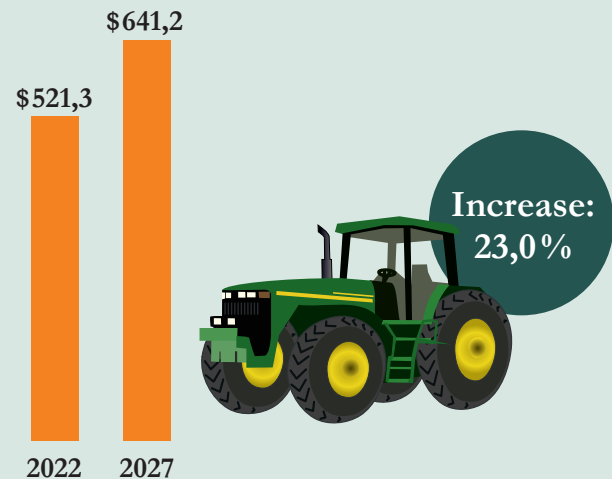
Source: Projects Bloomberg Intelligence (11.2021), Plant-based Foods Market to Hit \$162 Billion in Next Decade

Growth: primarily due to the sharp rise in awareness of the issues of health, environmental and climate protection and animal welfare.



For this growth, we need a reliable but also healthy and climate-friendly source.

Animal feed for the production of meat, dairy and fish products



Source: Feed Additive (01.2023), World market for compound feed

Growth: primarily due to the growing world population.

Estimated increase by 2050

- Fish feed (aquaculture): + 90 %
- Meat production: + 70 %
- Milk production: + 55 %

Source: International Feed Industry Federation (IFIF), Global feed statistics (retrieved 10.2023)

Skilled workers from African countries – how cooperation works

In many African countries, there are more young people than jobs, whereas in Germany there are more jobs than people to fill them. Germany needs people who immigrate, trained or not (yet). But what should you look out for when working with your new team members from our neighboring continent?

Linguistic challenges

In countries that have historical ties with Germany, such as Togo, Cameroon or Tanzania, German is often an elective subject at schools. Applicants may already have a good knowledge of German. And if not? This is where we should reduce our notorious perfectionism. Young people learn quickly.

The challenge remains the support of trainers and, in the case of skilled workers, of colleagues. Here are a few tips for overcoming these challenges:

- Avoid dialect.
- Form short and simple sentences and use simple words.
- Only one statement per sentence.
- Hand out sheets with technical terms to the trainees.
- Stick notes with the German terms for the products, goods or items on the shelves in the materials room.
- Allow the use of Google Translator during work.

Tandems, e.g. between a German colleague and a new employee from Rwanda, have proven to be effective so that someone is always available to answer questions.

Culturally sensitive preparation

Depending on their socialization, education, region and international experience, young people from African coun-



Foto: Cultural Intelligence

tries may be used to different forms of time management, verbal and non-verbal communication, feedback, hierarchy and relationships. These are often misinterpreted by German colleagues, e.g. it can be a sign of respect if someone does not look the older or higher-ranking person in the eye.

Intercultural training for the entire team right from the start helps to break down barriers, explain possible irritations and avoid misunderstandings and conflicts.

Anyone who argues that there is neither time nor money for this overlooks the fact that demotivation, conflicts and misunderstandings waste working time and therefore money.

Conclusion: investing in intercultural training pays off. And cooperation? Hakuna matata, no problem.



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Foto: shutterstock 379149058

Sustainability and climate protection: second-hand in the solar sector - Africa's potential for renewable energies

The African energy scene is undergoing a transformation. While conditions for renewable energy from solar and wind are extremely favorable in almost all regions of the continent, opportunities are opening up that unlock previously untapped potential in the development of renewable energy. One notable facet of this change concerns the collection and reuse of used solar modules. We take a closer look at the developments and the GE4A Group's contribution to promoting sustainability and climate protection in the renewable energy sector in Africa.



Promoting the circular economy in the solar sector

The African energy scene is on the verge of a profound transformation, driven by favorable conditions for renewable energies such as solar energy and wind power. While the continent is a promising market for renewable energy, an interesting trend is emerging that is unlocking untapped potential for the development of these sustainable energy sources: In addition to the sale of new solar components, the take-back and professional inspection of old solar modules has an important role to play. In this context, the GE4A Group plays a crucial role in promoting sustainability and climate protection in the renewable energy sector in Africa.

The GE4A Group, a leading company in the field of sustainable energy solutions, specializes in promoting the circular economy in the solar sector. Its key to success lies in

creating a sustainable ecosystem that covers the entire life cycle of solar modules.

Partnership for sustainable development in Mali

The Upper Palatinate in Bavaria has always been a stronghold of the re-use and recycling of solar modules and GE4A has its technology center right there. An outstanding feature of the GE4A approach is the ability to equip used solar modules with digital trust anchors that strengthen confidence in the quality and condition of the modules. One example of the implementation of this sustainable strategy is the creation of energy communities powered by renewable energy. This concept goes beyond the mere provision of energy and includes innovative governance models in which residents are actively involved in shaping their energy supply.

The partnership between GE4A Group and Compass-Gruppe, a renowned information and telecommunication technology provider in Mali, is instrumental in strengthening this sustainable initiative. This marks the first of many partnerships where GE4A's role is to initiate and establish energy communities and promote knowledge sharing to ensure transparency and functionality. The independence and system availability that large customers have come to expect is now available to all, including small businesses.

Author:GE4A: Oliver Fels Email: presse@ge4a.com

Healthcare industry – Profitability with local production in Kenya

Kenya offers investors a highly skilled workforce, widespread English language skills and low labor costs in an environment of political and social stability. Nevertheless, few international companies invest in the manufacture of pharmaceutical products or medical devices. There is a particular lack of multinational pharmaceutical companies in East Africa.

Market entry in Africa

In view of the insufficient market supply for infusion solutions, B. Braun decided to gain a foothold in East Africa. The company acquired and modernized a factory in 2017/18 where infusion solutions (IV fluids) and eye drops are produced. With regard to the implementation of B. Braun technology and the associated development of expertise, the challenges seemed manageable. However, it quickly became clear that an undersupplied market for infusion solutions is not necessarily open to an investor setting up a local production facility. The two production lines went into operation in 2021 and had to be shut down after a short time as the company was unable to access the market and the product took up all of its storage capacity.

During and after the pandemic, when prices for sea containers skyrocketed, many importers of infusion solutions simply stopped importing these products. In this situation, B. Braun's local factory gained significant importance. Only a few months after the start of the supply chain crisis, the demand for intravenous fluids in East Africa increased dramatically. The crisis became an opportunity for the factory, whose production has since been increased by 40% with the installation of larger mixing and storage tanks. Reliability as a partner in healthcare became a key success factor for the Kenyan B. Braun subsidiary.

Increased production has further reduced unit costs. With increasing market acceptance, the market price in private hospitals and public tenders could now also be cautiously raised. This combination led to a positive business case on the key production line for infusion solutions in Kenya in 2023

In the first half of 2023, the company achieved its goal of producing 10 million units annually at a unit cost that would allow it to sell the entire capacity at a profit.

Successful in Kenya from B. Braun's perspective

Setting up production in Kenya is a long-term undertaking. However, due to the systemic challenges for investors in East Africa, it is unlikely that quick profits can be achieved.

At the production level, local and regional competitors may not apply international quality standards and get away with it in a still quite disorganized regulatory environment. This al-

lows them to significantly reduce their production costs and gain a competitive advantage.

At the distribution level, the investor then competes with these locally manufactured products as well as subsidized imports from China and India, which are distributed by companies that do not adhere to international compliance guidelines. Thus the investor will constantly lose orders even if it offers the lowest price.

These difficulties can be overcome by focusing on the company's strengths. In the production facility, global technological know-how was used to optimize all processes. The introduction of a moderate degree of automation led to cost-competitive production.

The sales organization concentrated on training its representatives. Consistent positioning of the product against the alternatives from Asia ultimately proved successful. Once the B. Braun product had been tested in a hospital, the likelihood of a purchase increased significantly. The sustainability of supply in particular ultimately proved to be a cornerstone of success, perhaps even the most important one. Importers are sensitive to fluctuations in transportation costs. Local manufacturers have to contend with production problems. Both factors lead to a constant shortage of essential healthcare products in East Africa. Here, B. Braun Kenya has been able to establish itself as a reliable partner in a difficult environment. In the first year of market participation, B. Braun infusion solutions were only used to bridge gaps in supply. Today, B. Braun Kenya has become a permanent partner of healthcare facilities in Kenya and Rwanda. The entire production volume of the infusion solution line can be sold at a profitable price. This now opens doors for the company's global product portfolio, whose sales are starting to grow dynamically. The eye drop line is currently being optimized according to a similar model. Further product lines are in preparation for market launch.

Author:

Dr. Torsten Doenhoff
Managing Director
B. Braun Medical Kenya
B. Braun Pharmaceuticals EPZ Ltd



Potential in the African smallholder market

Africa's agriculture on the rise

Africa has 60% of the world's arable land and has the potential to meet not only its own food needs but also those of the rest of the world. Agriculture remains one of the continent's most important economic sectors, employing the majority of the population and accounting for 14% of sub-Saharan Africa's GDP. While approximately 80% of all African farmers and over 60% of the population in Sub-Saharan Africa are smallholder farmers, the total value of the African food industry is expected to reach the 1 trillion dollar mark between 2010 and 2030. Today, smallholder farmers in Sub-Saharan Africa achieve only a fraction of the productivity in developed countries (e.g. only 20% of the productivity in maize cultivation); however, this is growing strongly and increased by 13% annually between 2015 and 2020.

The importance of smallholder farmers

Smallholder farmers are the backbone of African agriculture. At a time when the world is looking for sustainable solutions to food security and climate change, the African smallholder market is becoming increasingly important. Smallholder farmers typically live in poor conditions and produce far below their potential. In addition to a lack of agricultural know-how, the main reasons for this are a lack of access to financial resources to procure inputs or equipment.



Potential of technology-based financing for African smallholder farmers

African smallholders generally have no options for taking out loans. The reasons for this are the high risks for credit institutions: the data available for assessing the creditworthiness of smallholder farmers and estimating their future income is extremely poor.

To change this, the Agri & FinTech startup Mavuno Technologies has developed a technology platform that can be used to automatically determine the financing requirements and repayment potential of African smallholder farmers. Based on satellite images, the company uses machine learning algorithms to calculate the biomass in the

fields of registered farmers and can thus predict input requirements and production volumes. Since its founding in 2021, the startup has reached up to 10,000 smallholder cashew farmers in southern Tanzania and financed over 700 tons of biological pesticides.

The work of Mavuno and other innovative companies shows how the potential in the African smallholder market can be harnessed to drive sustainable change in the continent's agriculture.

Author:
Johannes Röhrenbach
Mavuno Technologies GmbH



Photo: Young, talented developers are upskilled by Code of Africa and deployed in international projects

Decoding Africa

German companies can support the socio-economic transformation in Africa and successfully counter the shortage of skilled workers in Europe at the same time. A practical example from East Africa shows how this can succeed in cooperation between development cooperation and the private sector.

From retail trade and public services to mobile payments and financial inclusion: digitisation has shaped the African continent like no other development in the last 20 years, and the growth potential is immense. In East Africa, the German Sparkassenstiftung for international Cooperation (DSIK) is committed to the digitalisation of the microfinance sector and the digital participation of broad sections of the population. As a development-policy institution of the Sparkassen Finance Group, DSIK aims to give people in developing and emerging countries access to financial services, thereby creating prospects for a way out of poverty. In the regional project for the sustainable transformation of the financial sector in Eastern Africa, financed by the German Federal Ministry for Economic Cooperation and Development (BMZ), DSIK supports, among others, the Kenyan Microfinance Association in introducing a refinancing facility for microfinance institutions in order to provide small enterprises with better access to credit. The software solution for managing the loan portfolio is being developed in cooperation with the German-Rwandan IT company Code of Africa.

Anja Schlösser, founder and managing director of Hamburg-based Code of Africa GmbH (CoA), explains her business idea: "Together with our African partner companies, we are making a private sector, socio-economic contribution by opening up East Africa's tech talent hub to Europe's demand for IT professionals". While the shortage of skilled

workers is one of the biggest challenges across industries in Germany and most other European countries, East Africa lacks career prospects for highly qualified and experienced professionals who are motivated to work in an agile international environment.

Warm-up for the European market in IT boot camps

Recognising this potential, CoA trains local software developers further according to European standards and customer requirements, especially from the DACH region, and forms teams that can be deployed flexibly. Subsequently, CoA works with the contracting companies to ensure that the developers are seamlessly integrated into existing structures. The cooperation ranges from the establishment of entire organisational units for long-term support to small teams for the development of singular platforms such as the credit management software for DSIK in Kenya. There, senior software engineer Shimanyi Valentino, founder of CoA's tech partner start-up Ounic in Nairobi, will soon provide DSIK and the national microfinance association with a software solution to permanently strengthen the local economy with microcredit. Thomas Konitzer, Regional Coordinator for DSIK in Eastern Africa, is pleased: „This European-African IT cooperation helps to achieve the social and economic goals of the BMZ and DSIK. And it shows



Photo: The DSIK team supports the Kenyan microfinance sector with software development and other advisory services

that there are interesting opportunities for German companies in Africa, both on the open market and in development cooperation.“

Closing the IT skills gap in Europe with experts in Africa

The IT labour market is a global labour market. It is worthwhile for European companies to broaden their perspective: because the great potential in Africa is still largely untapped. A change of perspective on this talent pool opens up win-win opportunities for all. Working remotely from Africa offers developers the opportunity to make their skills accessible to the global market - while avoiding „talent drain“ in their home countries. Clients benefit from effective time management by working together in the same time zone - and most importantly:

The huge demand for IT professionals in Europe meets a qualified supply in East Africa.

Authors:

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Quenching Thirst and Building Futures: Moerk Water in Tanzania

From saline bore water to WHO-standard purity, Moerk Water's transformative journey with an orphanage in Morogoro, Tanzania, showcases the power of sustainable solutions and the opportunity for impactful CSR projects to be delivered.

Tanzania, on Africa's eastern coast, boasts the majestic Mount Kilimanjaro, expansive Serengeti plains, and the gorgeous Zanzibar Archipelago. While renowned for its diverse cultures, languages, and natural beauty, the nation grapples with significant developmental hurdles, notably, the dire need for clean drinking water in its rural locales.

The Morogoro Challenge

Nestled amidst the picturesque Tanzanian landscapes, Morogoro's serene facade masks the water woes of its residents who often face long drought seasons. Being reliant on saline bore water, this often leads to health issues such as typhoid, diarrhea, and skin diseases. The Morogoro's Orphanage Home & Kindergarten, home to over 70 children and staff, is one such example which grappled daily with these issues.

For this community, clean water was a luxury. Their existing filtration systems could barely mitigate the salinity, let alone ensure the water's safety. Tina Drotleff, a pillar of the community and head of the Morogoro Orphanage Home & Kindergarten, recalls, „Clean water was so scarce; we now give big bottles as valuable gifts when visiting.“

Moerk Water's Technological Triumph

Rising to the occasion, Moerk Water—originating from Moerk GmbH & Co. KG in Germany—leveraged its technical acumen to combat global water challenges, beginning in Africa. The company showcased its commitment to sustainability by deploying a solar-powered membrane filtration system, tailor-made for communities like Morogoro's orphanage. This solution was more than an improvement; it was a revolution, guaranteeing water quality in line with WHO standards and ensuring local, hassle-free maintenance due to the system's robust design.



Tina's Testimonial: A Change Felt Deeply

Drotleff's words post-intervention capture the profound transformation. She reflects, „After being able to use the clean drinking water for so long now, the difference is clear. Children are healthier with rates of typhoid, diarrhea and skin disease becoming very rare. People are happier because the water used to be so expensive to buy when our salty bore water was undrinkable. The water tastes good now when it used to have a muddy taste despite the treatment tables we used. The children are now happy to drink the water. Thank you for your support and love.“

SMEs Making Waves

In the ever-evolving landscape of global challenges, the power of sustainable solutions shines brightest in the lives they transform. Morogoro's story is but one testament to the ripple effects of combining technical expertise with genuine commitment and underscores how German SMEs can make a difference.

For businesses inspired by the potential of Corporate Social Responsibility projects, Moerk Water stands ready to collaborate, turning visions of global betterment into tangible realities. Reach out, and together, we can write the next chapter of positive change.



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Kenya's healthcare sector: Expert advice from the Africa Business Network

In many African countries, the healthcare industry's demand is steadily increasing. Currently, North Africa and the Republic of South Africa still account for a major part of the market volume - but the East African healthcare market is growing rapidly, and Kenya is considered the driving economic force in the region. The Africa Business Network of the Federal Ministry for Economic Affairs and Climate Protection (BMWK) supports interested German companies entering this promising market.

Good reasons for Kenya

Kenya is the seventh largest economy in Africa. With a current per capita income of around USD 2,100, it is one of the most attractive markets on the continent. As an economic hub, the country plays a central role in East Africa: companies find ideal conditions for entering the region. The country offers both economic and political stability and provides favorable trade routes.

The dynamic development of the private healthcare sector in particular, driven by a growing middle class, as well as an increasing range of lucrative medical services such as the treatment of chronic diseases, pediatrics, dentistry, orthopedics, aesthetic surgery, ophthalmology and diagnostics, offer many opportunities for market entry into the Kenyan healthcare industry. In addition, substantial public investment - partly in response to rising population growth and the increase in non-communicable diseases - is helping to boost the industry. At the same time, there is a constantly growing demand for medical and laboratory technology as well as pharmaceuticals.

Local networks and in-depth market knowledge: Sector Expert Health

Within the framework of the Africa Business Network, the BMWK relies specifically on the on-site expertise of Sector Experts in selected African countries. They work at the Chambers of Commerce Abroad (AHK), are very well connected and have in-depth knowledge of their respective industries. They get in touch with local companies, relevant organizations, associations and institutions and identify concrete business opportunities for German companies on a local level.

Brenda Kokwaro is the Sector Expert Health at the Delegation of German Industry and Commerce for Eastern Africa in Nairobi. The business opportunities she identifies are made available free of charge to registered companies. Companies interested in the business opportunities can contact the Coordination Office for the Africa Business Network and register informally.

Ms. Kokwaro brings together German and Kenyan companies through the business opportunities and accompanies the initiation of contacts. She sees great potential for German companies wishing to become active in the Kenyan healthcare sector: "As East Africa embraces progress, there's no better time for healthcare companies to make their mark



As East Africa embraces progress, there's no better time for healthcare companies to make their mark and create lasting impact on this dynamic and promising market.”

Brenda Kokwaro
Sector Expert Health of the Africa
Business Network in Kenya



and create lasting impact on this dynamic and promising market”, states the Sector Expert Health Brenda Kokwaro.

The right support for every need: More support services of the Africa Business Network

Besides Brenda Kokwaro, there are currently three other Sector Experts who are excellently informed about promising business opportunities in strategically relevant markets: In South Africa in the circular economy, in the Egyptian water industry and in Ghana’s construction sector.

Furthermore, the Africa Business Network offers additional support for market entry and the further development of economic activities in Africa. The Coordination Office for the Africa Business Network provides companies with personal contact persons in Germany who accompany them throughout the entire market entry or business development process.

Moreover, companies can benefit from tailor-made advisory services through the Consulting Vouchers Africa (Beratungsgutscheine Afrika): Consultancy services are provided

by firms and organizations listed by the Federal Office for Economic Affairs and Export Control (BAFA). Since the goal is to facilitate market entry, the Consulting Vouchers Africa can be used for economic projects in all African markets and for all sectors.

Every market entry is associated with uncertainties: The Africa Business Network provides the right contact person for every need as well as targeted support and advisory services to identify opportunities and minimize risks.

Contact us for more information!

The Coordination Office for the Africa Business Network

wirtschaftsnetzwerkafrika@gta.de

www.africa-business-guide.de/de/wirtschaftsnetzwerk-afrika

Author: Elena Sacoph, until October 2023 project manager for communication and public relations, Africa Business Network of the Federal Ministry for Economic Affairs and Climate Action (BMWK)

Trade with Africa is growing with increasing investment

German foreign trade with Africa has developed positively in the last two years. The trend is continuing in the first half of 2023. Trade is going particularly well where German companies are invested.

German-African trade grew by 9.2% to 31.8 billion euros in the first half of 2023, while German exports increased by 17.1% to 14.6 billion euros compared to the same period last year. The increase is partly due to higher prices. Nevertheless, this positive development is also a sign that German companies are becoming more economically active on the continent.

Trade is still primarily focused on the more developed markets in the north and the Cape Republic in the south. The Republic of South Africa remains by far the most important trading partner with a share of around 40 percent. The five North African countries of Egypt, Algeria, Morocco, Libya and Tunisia account for a further 40 percent of German trade with the neighboring continent to the south.

German companies are particularly strong in foreign trade where they themselves or other German companies are invested. This can be seen in Africa using the example of the automotive industry. In foreign trade with South Africa, motor vehicles and their parts account for almost a quarter of total trade. Not only the car companies BMW, Mercedes and Volkswagen are invested locally, but also numerous suppliers.

In Morocco, too, the automotive industry has played a significant role in the above-average growth in trade in recent decades. In 1990, Morocco was only the fifth most important sales market in North Africa. Twenty years later, Morocco was still in fourth place - behind Egypt, Algeria and Tunisia. In the past decade, Morocco then developed into the most important investment location in North Africa - even ahead of Egypt. Within just three years, the volume of German direct investment skyrocketed from 213 million euros (2015) to 1,229 million euros (2018). While only around 50 German companies invested in Morocco ten years ago, today there are almost 100.

Morocco is now the second most important trading partner in North Africa after Egypt. The country has not only succeeded in attracting two French car manufacturers to the north of the country, but also numerous suppliers, including many companies from Germany. Several German logistics companies are also based here.

Trade growth with Africa is therefore not a development based solely on a growing population and growing markets. It is also dependent on German investment. With the exception of the Republic of South Africa, this is particularly lacking in sub-Saharan Africa. Smaller markets that have so far received little investment from Germany are also interesting sales markets. While exports to South Africa have risen by 27.9% since 2010, they have increased by 131.2% to Senegal and by as much as 192.8% to Côte d'Ivoire.

German companies can find out which markets in which sectors offer interesting prospects with the help of the information provided by the GTAI. The office of the Africa Business Network, which has been part of the GTAI since mid-October, is also available to discuss business opportunities in Africa.

www.gtai.de/afrika
www.africa-business-guide.de



Young, innovative, up-and-coming – Côte d'Ivoire

The Republic of Côte d'Ivoire (Ivory Coast) is on the upswing. This starts with the internal structure and does not end with the digital transformation. The West African republic is opening up enormous opportunities for SMEs with internationalization plans.

Companies that want to grow will sooner or later face the step of internationalization. This step holds many opportunities - and many challenges. The choice of location is crucial to success. Africa, and Côte d'Ivoire in particular, offers SMEs great potential. The French-speaking republic is economically extremely attractive and is one of the fastest growing economies in the world..

Multifaceted

Economic diversity, a stable currency and a relatively well-developed infrastructure: Côte d'Ivoire is an attractive growth market. There is a spirit of optimism here, and the entrepreneurial spirit that is in the air can be clearly felt and seen everywhere. Innovations are being driven forward, investment is encouraged and practical involvement

is welcome. One important aspect: the population is growing rapidly and is young. This opens up the option for German companies to counteract their shortage of skilled workers through targeted training and further education programs, which can also be implemented as e-learning programs.

Africa - continent of the future

The reasons why a company wants to gain a commercial foothold in Côte d'Ivoire can be very different. The company is planning a sales company, would like to establish a subsidiary or intensify its cooperation with Ivorian partners. Côte d'Ivoire is a politically stable and economically up-and-coming region with a large domestic market and a strategic geographical location on the west coast of Africa, which gives it economic access to other countries and

regions. It is part of the economic and monetary union UEMOA and offers interesting opportunities both as a sales market and as a procurement market.

An individual, practicable growth strategy is crucial for success when entering dynamic markets. The basis for this is a market analysis with risk assessment and resource determination: What is needed to gain a commercial foothold in Africa? What strategies are available for the region? As a basis for decision-making, it is important to gain an impression of the potential. The aim is to ensure that all steps of internationalization are seamlessly interlinked during implementation, be it market entry or operational implementation on site, such as partner search or team building. Côte d'Ivoire has a lot to offer - time to seize this opportunity.

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German-East African relations – climate and development partnership

Interview with Erwin Rüdchel,
Member of the Bundestag, CDU/CSU parliamentary group



Photo: Erwin Rüdchel

Erwin Rüdchel is a member of the German Bundestag, as well as a member of the Committee on Economic Cooperation and Development and Deputy Chairman of the Parliamentary Group on Eastern Africa. The business administration graduate has 25 years of experience in the private sector in publishing and as managing director of a non-profit senior citizens' facility. In an interview with BVMW, he talks about cooperation with Africa.

European influence is waning in Africa, for example in Mali, Burkina Faso and Niger. It is said that Africans will not be satisfied with this in the long term. What is your assessment of this?

My perception on the ground has always been that there is great interest in closer cooperation with Europe - and not least with Germany.

As we know, China and Russia have been expanding their influence in Africa for years. However, people in Africa are

increasingly reacting to this with concern. They have no interest in replacing their former dependence on the former colonial powers with new dependencies. My impression is that we Germans in particular are met with great openness in Africa - but also with high expectations, which we should try not to disappoint. Unfortunately, there is still too little expertise about this huge continent in Germany. We need to work on this, in politics and in business!

The BRICS countries have decided to expand, including with African countries such as Egypt and Ethiopia. Many African nations have expressed their interest in BRICS membership. In your opinion, what impact will this expansion of the BRICS group have on Germany and cooperation with Africa?

Of course, it should be an incentive for us to further expand cooperation with our neighboring continent in every respect. However, it remains to be seen whether and how an expansion of the BRICS group will affect practical policy. The differences between the original members Brazil, Russia, India, China and South Africa are already considerable. I would therefore not overestimate the possible consequences of enlargement. Yes, we should keep a careful eye on future developments, but I see no reason to be overly concerned. I still consider the offer that the liberal democratic West can make to African countries to be very attractive.

The middle class. BVMW e.V. welcomes the inclusion of the African Union in the G20. In your opinion, is this a new approach to economic cooperation with African countries?

Yes, most certainly. And we Europeans must make determined use of this: new trade partnerships, more German and European direct investment and a greater European commitment to the development and expansion of infrastructure. We need a European, geostrategic approach that provides for greater cooperation in key areas such as the economy, climate, health, digitalization, agriculture, migration, tourism and security, better coordinates individual initiatives by EU member states and at the same time takes African interests into account more than before. In this way and through complementary export and investment programs, for example for German and European climate and environmental technologies, we can simultaneously support sustainable and low-carbon growth on our neighboring continent.

As a member of the Committee on Economic Cooperation and Development and Vice-Chair of the Parliamentary Group on Eastern Africa, how do you rate



Photo: Group photo in Nairobi

Germany's efforts in the area of development cooperation with Africa?

Africa's young and rapidly growing population is striving for jobs and economic development everywhere. Our cooperation with Africa must take this expectation into account even more than before. Although traditional development cooperation makes a not insignificant contribution here, it is not enough. During visits to Africa, I am increasingly asked whether Germany should focus more on getting German industry more involved in Africa instead of providing economic aid. As I said, I have always encountered a remarkable German friendliness on the ground. We must see Africa as a continent of opportunity!

In various African countries, there is enormous economic growth as well as significant progress towards more rule of law and the development of a civil society. Politicians and the media in this country all too often only emphasize negative phenomena and challenges in Africa instead of recognizing and taking advantage of the opportunities that exist. The African continent has enormous potential and I want this potential to be recognized by the German public and our companies, to drive investment, stimulate growth and employment and build new partnerships.

What we absolutely need with regard to Africa is an ideology-free, pragmatic foreign and foreign trade policy. We must accept Africa's culture and not try to impose our ideas on Africans in a know-it-all manner. We need a part-

nership of equals that takes account of the realities of life in African countries and does justice to the interests of our African partners.

Mr. Erwin Rüdell, thank you for our exchange and your valuable input.

Author:
Mor Diop, Advisor - Africa and francophone countries

Prospects for industrialization in African countries

Interview with Dr. Gerd Müller, Director General of UNIDO



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Gerd Müller, who is Director-General of the United Nations Industrial Development Organization (UNIDO) since 10 December 2021, held various leadership positions early on in his career. After his time as a Member of the European Parliament, he was appointed Parliamentary State Secretary at the Federal Ministry of Food, Agriculture and Consumer Protection in 2005. From 2013 - 2021 he was Federal Minister for Economic Cooperation and headed the Development Ministry for 2 terms / 8 years.

The global economy is currently facing unprecedented challenges: Shocks from the COVID-19 pandemic, geopolitical tensions, disruptions to transportation and logistics systems and the effects of climate change. Can Africa develop its industry in this context?

We live in times of multiple, interconnected crises - crises that affect the whole world, but often hit developing countries the hardest. Many countries in Africa are still struggling with the social and economic consequences of the COVID-19 pandemic, they are suffering from the increased prices for energy, wheat and fertilizer, and they are feeling the effects of climate change on a massive scale, such as droughts and floods. Yet African countries have contributed the least to climate change! The rich industrialized nations therefore have a duty to support Africa, particularly in building sustainable industries and economic development. This is a question of fairness.

All the global crises do not make industrial development in Africa any easier, but they do make it all the more important. We have seen during the pandemic: Africa needs its own vaccine and pharmaceutical production capacities. It needs sustainable food systems and more local value addition, which will also increase the continent's resilience to crises. And Africa needs sustainable energy - for every household and for industry.

But development is progressing, even if admittedly too slowly - I'm thinking of the pharmaceutical industry in Rwanda, Senegal or South Africa, the textile industry in Ethiopia, cars „made in Africa“ from Ghana and Rwanda, or Africa's key role in the global energy transition. Many of our African Member States want to work with UNIDO on hydrogen, for example. Cooperation with countries in Africa is particularly important to me. More than half of our projects are with African countries, and we are in the process of expanding this even further.

Africa is the continent of the future. We will not be able to find solutions for global challenges without Africa. Without sustainable development in Africa, the world will not manage to escape the cycle of crises.

What contribution does your organization make to economic and social development in Africa?

Industry plays a key role in development and social equality, ultimately contributing to social stability. Above all by creating new jobs for the growing young generation. The population in Africa will double by 2050. By promoting more local value addition or supporting SMEs, for example, we create employment opportunities that give young people perspectives for the future and promote economic development. Furthermore, economic diversification is paramount for development. That is why we are working to ensure that local products and resources - be it raw materials for the energy transition, agricultural products, or textiles - generate more added value locally, that dependencies are reduced and that local jobs are created. We are working on fair global value chains.

Moreover, UNIDO also works with the private sector. It plays a central role in achieving our Sustainable Development Goals. For example, we are promoting innovative

technologies and approaches and working on making supply chains more sustainable and fairer. Fair globalization is very important to me. Our economic system cannot be based on child labour and exploitation. I have myself seen these conditions. We can and must change them - it is the key to development in these countries. The German Supply Chain Act and the upcoming European regulation are extremely important. We need win-win situations between industrialized countries and the emerging and developing economies. UNIDO is working on this.

Will UNIDO accompany Africa in its efforts towards sustainable industrialization?

UNIDO provides support in training and knowledge transfer when it comes to standards, we advise governments on industrial policy issues, we invest in agricultural and industrial parks, in renewable energy projects and in the development of green hydrogen. There is no development without energy. I see incredible potential in Africa, especially in the energy sector. Africa has the sun, and Africa has the raw materials and minerals that are needed for the global energy transition. I have visited solar power plants in Egypt that produce a kilowatt of solar power for one cent. At such prices, green hydrogen can be produced competitively on the global market. We are supporting our African



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Dr Gerd Müller at the African Union in Addis Ababa, Ethiopia

partner countries in building up their clean energy sector. And most importantly, Africa needs energy from Africa, for Africa!

I call on Germany to seize the opportunity to invest here. But when investing, value addition must remain in these countries; there must not merely be the exploitation of resources.

In your opinion, is the African Continental Free Trade Area (AfCFTA) a glimmer of hope and promise of significant opportunities for a prosperous Africa?

The African Continental Free Trade Area is a major project with huge potential. We are talking about a single market, similar to Europe, but with currently around 1.4 billion consumers. If AfCFTA is fully and well implemented, it will create huge economic opportunities.

This means significantly more regional trade, new jobs, new industries, more diversified market economies and also more foreign investment in Africa. So, there is no question that the free trade area is a glimmer of hope, even if it is still a long way to go to really realizing its potential. Together and on behalf of the European Union, we are partners with the African Union in realizing this key economic project.

Dr. Gerd Müller, thank you for our exchange and your valuable input.
Mor Diop, Advisor - Africa and francophone countries

East African Community (EAC)

unveils innovative app to revolutionize trade

In a groundbreaking development for regional trade, the East African Community (EAC) Secretariat unveiled a new mobile application (App) dedicated to the elimination of Non-Tariff Barriers (NTBs) – the EAC NTBs App. This innovative App is set to revolutionise the region's trading landscape by streamlining the reporting, monitoring, and resolution of impediments traders face as they conduct business across borders.

The development of the EAC NTBs APP

The EAC NTBs App, seamlessly blending SMS, email, and phone reporting methods, offers economic operators a one-stop solution for effectively reporting Non-Tariff Barriers to trade. By streamlining the NTB reporting process, the App will aid traders and producers in tackling obstacles that impede their trade efficiency and competitiveness. Additionally, it ensures transparency and quick resolution of issues by engaging technical and policy-level mechanisms, such as National Focal Points, the National Monitoring Committees (NMCs) and the Regional Monitoring Committee (RMC).

Speaking during the launch of the App, EAC Deputy Secretary General in charge of Customs, Trade and Monetary Affairs, Ms. Annette Ssemuwemba said the EAC NTBs App marks a pivotal moment in creating a smooth trading environment across the EAC region. Ms. Ssemuwemba further noted that the removal of NTBs holds paramount significance in fostering a more efficient and equitable trade environment. Noting that these barriers, often in the form of procedural complexities, or administrative hurdles, hinder the smooth flow of goods and services across borders.

Trade with East Africa - Facilitations and Obstacles

NTBs pose a major problem for traders and producers, as they can reduce profits and limit market access. NTBs include issues that can hinder trading effectively such as discriminatory requirements for special licenses and permits, excessive paperwork, complicated customs procedures, and bureaucratic delays at borders. A recent EAC Regional Meeting Committee (RMC) report (2023) estimated the direct costs of NTBs at USD16,703,970 and total trade impact at USD94,918,000 decreasing trade by an average of 58%.

However, since 2017, EAC has resolved 89.5% of the reported NTBs (EAC Time Bound Programme report, 2023). In addition, there has been a relatively steady decrease in reported NTBs. In recent years, from 2021 to 2023, the number of reported NTBs complaints has remained stable, ranging between 8 and 11 cases annually with a significant improvement in the resolution of NTBs reported to an average

of 88.3 days. Between June 2022 and June 2023, a total of 16 NTBs complaints were reported within EAC. Out of these, 9 NTBs have been resolved while 7 complaints remained in progress. A significant number of NTB complaints were addressed (56.25%) and resolved within the given timeframe. However, a notable portion of complaints, specifically (43.75%) were still in progress by end of June 2023.

The EAC NTBs App allows the users to report the complaints in one of the three (3) EAC official languages; English, Swahili and French and can be downloaded from the Apple Store, Google's Play Store, and other Android devices.

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Good to know

Somalia becomes a member of the East African Community (EAC). The heads of state and government of the East African Community (EAC) have decided on Somalia's full membership at their annual summit on November 24, 2023. The EAC now comprises eight member states. The other seven members are Kenya, Tanzania, Uganda, Burundi, Rwanda, South Sudan and the DR Congo.

Energy transition in Lüderitz

How municipalities in Africa and the Altmark want to benefit from the energy transition

One of the world's largest hydrogen production plants is to be built in Lüderitz in Namibia. A small village in the Altmark is also called Lüderitz and is a partner municipality of the African port city. The municipalities are struggling with similar problems and support each other.

Hope has been at home in Lüderitz, Namibia, for decades. First the large port was supposed to bring an upswing, then an airport and tourism. Now the construction of one of the world's largest production facilities for green hydrogen is making headlines. A consortium called Hyphen with German participation plans to produce around 350,000 tons of hydrogen per year in the West African desert in around five years.

Low population and plentiful energy resources

The structurally weak region in the north of Saxony-Anhalt is sparsely populated and has little industry. However, the amount of energy generated from renewable sources has been growing for years. In the district of Stendal, where the village of Lüderitz is located, around five times as much energy was produced from wind power, photovoltaics and biomass in 2020 as the people who live there need themselves. Wind energy accounts for the largest share of this, around 80 percent. Further expansion is to follow.

Is the energy industry picking up?

With every new project, however, many Altmarkers ask themselves what they themselves stand to gain from it. Because, according to critics, the energy transition will not bring them anything more than more „windmills“ in front of their noses and fields plastered with solar modules.

„We are at zero when it comes to participation, just like our partners in Lüderitz in Africa,“ says Andreas Brohm (non-party). He is the mayor of the unified municipality of Tangerhütte, to which Lüderitz belongs.

Namibians invited to the Altmark

Germany will not be able to meet its own demand for hydrogen alone in the future. For Saxony-Anhalt, the green hydrogen that other countries will export to Germany will play a decisive role, a spokeswoman for the state energy agency told MDR. Due to its central location, the federal state could become an important hub for the national hydrogen supply in the future. In addition, Enertrag, a company that is also heavily involved in the transformation of energy production in Saxony-Anhalt, is also involved in the project in Namibia. This would result in synergy effects when expanding the production capacities of the green hydrogen economy, the spokesperson continued.

Author: MDR Aktuell



ImpactConnect supports European companies in innovative projects in the field of digitalisation in the East African agriculture

Agriculture plays an important role in East Africa. At the same time, it faces multiple challenges. ImpactConnect offers subsidiaries of established European companies in Africa and - new in 2024 - all other BMZ-partner countries worldwide a customised, streamlined financing offer to specifically promote and facilitate local investments..

Agriculture in East Africa is an important economic sector and the most important source of income for a large part of the population. The East African agricultural sector is characterized by diverse, mostly smallholder, production systems. In addition to food crops and livestock, East African farmers produce coffee, tea, and other crops for export. The East African agricultural sector offers great potential to continue contributing to food security and economic development in the region.

At the same time, East African agriculture faces complex challenges. The consequences of climate change are becoming increasingly noticeable, especially in the form of weather extremes and irregular rainfall. Soil degradation, pests, and water scarcity, but also social factors such as gender inequality and lack of access to finance and insurance, reduce agricultural productivity and pose obstacles to the sustainable development of the sector.

How digitalization can help overcome challenges

Agriculture plays an important role in East Africa. At the same time, it faces multiple challenges. ImpactConnect offers a customised, streamlined financing offer to subsidiaries of established European companies in Africa and - new in 2024 - all other BMZ-partner countries worldwide to specifically promote and facilitate local investments.

Digital extension services provide access to information and training on sustainable production methods, as well as weather data, information on pest infestations and current market prices. Other tools connect smallholder farmers with suppliers of inputs, such as seeds, fertilizers, and pesticides, services, and machinery, such as irrigation systems and tractors. They also help them find buyers for their goods. Digital solutions for supply chain management help to ensure an efficient exchange between actors along agricultural value chains and make it possible to guarantee traceability even in complex supply chains.



ImpactConnect offers a lean financing option for small and medium-sized investments up to EUR 5 million.

With over 60 financings since its inception in 2019, ImpactConnect is a true success story! As part of Partners in Transformation, ImpactConnect is a funding programme of the German Federal Ministry for Economic Cooperation and Development (BMZ) that supports European companies in their investments with unsecured loans at attractive conditions in many developing and emerging countries worldwide. The programme is implemented by DEG - Deutsche Investitions- und Entwicklungsgesellschaft, a subsidiary of KfW Bankengruppe with over 60 years of experience in developing and emerging countries.

The focus is on the added developmental impact that can be achieved through better jobs, the economic empowerment of women, fair and sustainable supply chains, and the reduction of the carbon footprint. Furthermore, companies that exceed the minimum standards in these impact categories are additionally supported with interest rate reductions. From 2024, the programme will not only finance projects in Africa, but also in the other BMZ partner countries worldwide.

Here is an exemplary insight into the programme: In Kenya, ImpactConnect supports Limbua, a German-Kenyan producer and supplier of organically produced macadamia nuts, avocado oil, and dried mangoes. For this purpose, Limbua cooperates with over 7,000 Kenyan smallholder far-



mers. The use of customized digital tools enables the company to ensure complete traceability of its products. The use of digital systems for harvest purchasing creates transparency and trust among smallholder producers. Payments are made cashless via the mobile payment systems widely used in Kenya.

ImpactConnect is particularly interesting for you if you

- operate an established EU company seeking co-financing to establish a subsidiary in Africa or in a BMZ partner country,
- you successfully operate a subsidiary in Africa or in a BMZ partner country and want to expand.

Please contact us at: impactconnect@deginvest.de. You can find more information here: <https://www.deginvest.de/Unsere-L%C3%B6sungen/ImpactConnect/index-2.html>



Partners in Transformation
ImpactConnect

German Foreign Direct Investment and firms' revenue in Africa – it's better than you think!

Germany, the third largest economy in the world, is only the 17th largest investor in Africa. Even Luxemburg's firms invest more in Africa than Germany's, and Oceania hosts a larger volume of German Foreign Direct Investment (FDI) than the entire African continent. However, this is slowly changing.

German FDI in Africa has started to increase in 2016, and, while still concentrated in South and to a lesser extent North Africa, it is diversifying into other African economies: while the value of German FDI in South Africa is 10 times as high as in Nigeria and about 6 times as much as in Morocco or Egypt, German firms are increasingly targeting Kenya and Nigeria as investment destinations (Figure 1).

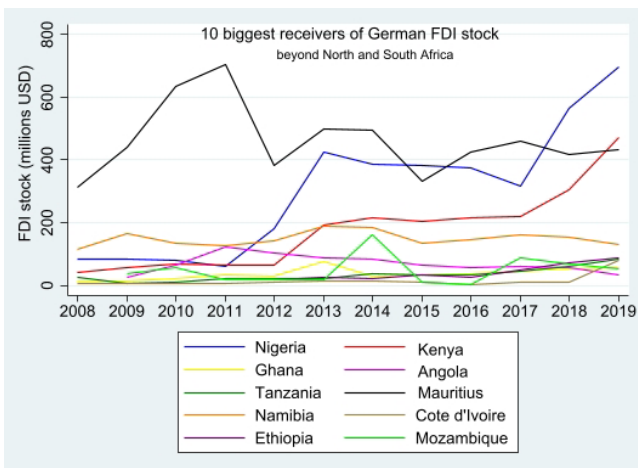


Figure 1: German FDI stock in selected countries. Source: author's own visualizations based on the World Bank's Harmonized Bilateral FDI Databases

The good news is that once firms start to agglomerate, others are more likely to follow. For example, the East African Community, Africa's most integrated Regional Economic Community, is slowly gaining importance among German firms: taking the pharmaceuticals sector, which is still heavily dependent on imports (sub-Saharan Africa imports between 70-90 percent of consumed pharmaceuticals), B. Braun has been expanding production capacity in Nairobi while BioNTech is building its first vaccine manufactu-

ring facility on the continent in Kigali. This may drive suppliers and subcontractors to follow suit, especially as demand for pharmaceutical products is expected to increase given massive population growth and plans to expand universal healthcare access in Kenya, Tanzania, and Rwanda.

German FDI in Africa generates more jobs than FDI from competitors

To the benefit of host countries, almost 60 percent of German FDI on the continent is in manufacturing, whereas the US, Great Britain and France invest mostly in commodities, and to a lesser degree in services, according to a study by the Kiel Centre for Globalization. German FDI is also more job-intensive: Robert Kappel (2020) finds that German firms in Africa create more than twice as many jobs as French, British, Chinese or American firms per \$1 million investment.

Africa's economic potential translates into revenue growth

For firms, revenue matters most. Comparing Bundesbank data on annual revenues earned by German foreign affiliates, we find that Africa's economic potential actually translates into growing business revenue: average annual revenue growth rates have been much higher in Morocco, Nigeria or Egypt in recent years than in China, Russia or India (Figure 2).

Perception bias among German investors?

African economies are plagued by many market failures, ranging from infrastructure challenges, governance issues and skills shortages. But there are remedies – and hetero-

	YoY annual revenue growth rates				average YoY growth rate
country	2015-16	2016-17	2017-18	2018-19	2015-2019
Russia	22%	0%	-7%	17%	8%
China	5%	10%	5%	-2%	4%
Egypt	-19%	19%	19%	38%	14%
Kenya	8%	-15%	28%	2%	6%
Mauritius	8%	54%	21%	-39%	11%
Morocco	44%	11%	47%	-8%	23%
Nigeria	-13%	18%	21%	17%	11%
South Africa	29%	-5%	-6%	11%	7%
Tunisia	-2%	5%	1%	9%	3%
India	10%	7%	4%	3%	6%
Africa total	22%	-3%	1%	10%	7%

Figure 2: Year-on-year annual revenue growth rates by German foreign affiliates in India, China, Russia, and African economies. Based on Bundesbank data

geneities. The German government offers investment guarantees to cover political risks. These help reduce negative effects of low institutional quality. The number of Special Economic Zones is increasing rapidly in Africa, providing reliable electricity access, business-friendly regulations and connection to air and seaports. Also, Africa is not a country. While only 9 percent of citizens in the Central African Republic have access to electricity, almost 90 percent of Ghanaians are connected to the grid today. Rwanda ranks 38th on the ease of doing business index, overtaking Portugal and Poland. Kenya's human capital ranks higher than India's or Indonesia's.

2022 and 2023 have been tough for the German economy, reliant on Chinese demand and Russian gas. The current geopolitical shifts could offer opportunities for African economies. FDIs, especially in manufacturing, can support African countries in shifting from merely exporting raw materials to processing and packaging them at home. German firms, with targeted support by the government, should take the opportunity to bridge the massive supply and demand gap, rather than wait for competitors to do so.

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The views expressed do not necessarily reflect the views of the UNIDO.



The African Development Bank Group: A preferred partner for Eastern Africa's development

East Africa's blooming prospects

Since its inaugural operation in Eastern Africa in 1967, the African Development Bank Group has remained unwaveringly committed to spearheading the region's progress. Over these years, a staggering USD20 billion has been invested to fuel key sectors: energy, transport, agriculture, social spheres like health, education, water and sanitation, and economic governance.

According to the Bank Group's 2023 East Africa Economic Outlook, the region's economic growth in 2023 and 2024 is expected to be the highest among all of Africa's regions. With a projected surge of 5.1% in 2023 and 5.8% in 2024, countries like Uganda, Ethiopia, Kenya, Djibouti, and Tan-

zania are leading the charge, boasting impressive individual country growth rates.

Boosting the private sector

Understanding the paramount role of the private sector in realising the region's potential, the Bank uses its AAA rating to fuel Africa's economic aspirations, through diversified instruments which include, technical assistance, loans, blended finance, equity investments, risk management products, and more.

Through its private sector window, AfDB has been the lead financier in some of the most successful and transformative infrastructure projects in East Africa, such as the Lake Turkana Wind Power Project in Kenya. With a total cost of USD 680 million, this was Kenya's most significant single private investment in history, where the Bank arranged an approximately USD 520 million debt package.

The Bank also provided a corporate loan of USD 159 million to support Ethiopian Airlines during a significant fleet expansion plan involving purchasing 51 new aircraft. Currently operating to a network of 129 destinations in 75 countries, besides contributing to regional African integration, Ethiopian Airlines also connects Africa to the rest of the world.

The Bank has extended a corporate loan of USD 100 million to aid the DAL Group—the largest private conglomerate in Sudan—in its long-term investment and expansion phase in integrated operations in food and agriculture, while expanding the company's agro-industrial footprint across East and Central Africa. Industrial ventures within this initiative also comprise infrastructure development, manufacturing, and the generation of captive renewable energy, to name a few.



Lighting up Africa

Among the African Development Bank's ambitious "High 5" priorities lies the dream of electrifying the entire African continent. The Bank's interventions in East Africa's energy sector have been catalytic in supporting private sector participation, promoting renewable energy development, and mitigating climate change. As of April 2023, the Bank's energy investments in East Africa were a robust USD 3 billion, with a laudable 95% being dedicated to renewable energy ventures (solar, wind, geothermal and hydro).

The African Development Bank has consistently backed essential energy projects in East Africa, with a keen focus on Kenya's geothermal resources. One notable project - Menengai - prospered under the Bank's guidance. With USD 108 million in funding from the Bank, the Menengai geothermal plant helped 500,000 households overcome the severe electricity shortage experienced in the late 2000s, by adding 105 MW of geothermal production capacity to the national electricity grid, with participation by three private companies.

AfDB's support to SMEs

The Bank plays a pivotal role in bolstering SMEs by funneling resources through credit lines to private entities. The Bank's ongoing efforts in Kenya, marked by six lines of credit amounting to US 12.2 million, reflect its dedication to boosting entrepreneurship in Africa. In addition, the Bank is paving the way for increased foreign investments and a flourishing business environment in East Africa by fostering financing infrastructure and instigating policy reforms.

A prime example of such efforts is in Sudan, where, through the 'Accelerating Women Entrepreneurship and Access to Finance' initiative backed with a USD 28 million, the African

Development Bank Group aims to enhance the quality of financial services relevant financial institutions offer women.

Looking ahead

East Africa has many new energy solutions and opportunities. The goal is to grow the economy using energy that's good for the planet. To make this happen, much funding is needed to support and grow these green businesses.

Germany, with its technological prowess and sustainable energy ambitions, stands as an invaluable ally. Their investment and expertise can catalyse the transformation.

For potential investors teetering on the edge, the African Development Bank Group is the beacon of reassurance. Its reputation as a trustworthy intermediary ensures that all stakeholders' interests remain safeguarded and prioritised when the Bank is on board.

Author: African Development Bank Group

Financing and securing business in Africa

Federal export credit guarantees - also known as Hermes Cover - support German exporters in their business initiation and processing. They offer various options for protection against economically or politically induced bad debt losses and facilitate the financing of an export transaction. This applies in particular to exports to emerging and developing countries. With a new product, the forfaiting guarantee, the federal government is closing a financing gap in the small-ticket sector: the federal government promotes the purchase of federally covered supplier credit receivables, thereby creating additional liquidity and facilitating balance sheet relief for exporters. These new hedging options are also available for African countries.

Funding and protection by the federal government

Particularly in view of climate change, there is great potential in the area of renewable energy production. The German government is already supporting numerous African partner countries - for example through the Energy Export Initiative or the International Climate Initiative. These initiatives can also be flanked by export credit guarantees for the supply of equipment, project financing or guarantees for untied loans.

Growing interest in Hermes Cover

In sub-Saharan Africa, German exporters operate in a field of tension between small, dynamic markets and the established large markets of South Africa and Nigeria. Exporters are increasingly securing their business to sub-Saharan Africa with export credit guarantees. In 2022, the federal government issued new export credit guarantees for goods and services amounting to 1.3 billion euros. Ghana ranked first among the top 5 countries, followed by South Africa and Angola. In the first half of 2023, an increase in the volume of cover can be observed, particularly in the area of renewable energies. Overall, the focus is on individual cover in the transportation and infrastructure sectors for electricity and water supply projects.

New tool for small-ticket stores

In the past, the range of support for transactions in the small-ticket sector was not sufficient for businesses. The German government has closed this gap with the forfaiting guarantee introduced for Hermes guarantees on July 1, 2023. This additional hedging instrument secures liquidity for small and medium-sized companies.

With the introduction of the forfaiting guarantee, the federal government is fulfilling the promise made in the coalition agreement, making it easier to enter challenging markets and promoting the diversification of markets and supply relationships.

The new product makes it easier for exporters to refinance or forfeit their supplier credits. It is available for exports up to a maximum of ten million euros. There is no minimum limit, i.e. even exports with a value of 500,000 euros can be refinanced more easily with a forfaiting guarantee. It is a supplementary product to traditional supplier credit cover, which can be used to cover creditworthiness and political risks. By combining supplier credit cover and a forfaiting guarantee, bad debt losses and legal risks (validity risks) can now be covered.

Forfaiting guarantee creates more liquidity

Forfaiting guarantees enable companies to sell their export receivables to a bank, giving them immediate liquidity. This refinancing enables exporters to offer their foreign customers better payment terms and thus strengthen their position in international competition.

Thanks to forfaiting, the exporter also receives immediate liquidity, can write off its receivables and thus relieve its balance sheet. This is particularly helpful when customers have to be granted long payment terms or there is a risk of payment defaults. The companies can use the funds received to expand their business or accept new export orders. The forfaiting guarantee can also be applied for retrospectively.



Photo: Emilia v. Mettenheim, financing expert in Abidjan

tively for existing transactions where the supplier credit agreement is still in force.

New advisory service on site: Financing expert in Côte d'Ivoire

Since 15.10.2023, financing expert Emilia von Mettenheim has been advising German coverholders, foreign customers and local banks in West Africa and sub-Saharan Africa on hedging and financing options for export transactions from Abidjan on behalf of the Federal Government. It is based at the Delegation of German Industry and Commerce - as part of the network of German Chambers of Commerce Abroad - and supports, advises and networks exporters and importers on the possibilities of federally covered financing. The office was opened on June 26, 2023 during a delegation trip with the participation of Anja Hajduk, Parliamentary State Secretary at the BMWK, Gerlind Heckmann, Head of Sub-Department at the BMWK, GTAI Managing Director Julia Braune and financing expert Emilia von Mettenheim. Prior to her move, Emilia von Mettenheim worked for several years in the federal business of Euler Hermes AG, which is responsible for implementing the federal development instrument.

Safely to Africa with export credit guarantees:
www.exportkreditgarantien.de/de/wissen/wissenstransfer/hintergrundwissen/fokus-afrika.html

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www.exportkreditgarantien.de/de/wissen/internationale-zusammenarbeit/finanzierungsexperten.html

Forfaiting Guarantee :
www.exportkreditgarantien.de/de/produkte/fuer-exporteure/er-gaenzende-spezifische-absicherung/produktuebersicht/forfaitierungsgarantie.html



Author: Katharina Schmidt-Narischkin,
 Spokesperson Euler Hermes AG

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Skills shortage in Germany

Egyptian talent as a solution

Amidst the challenges of the German skills shortage, a promising solution is emerging: the recruitment of qualified workers from Egypt. This article explores the background and shows how German companies can benefit from this

Situation on the Egyptian labor market

The Egyptian labor market reflects the country's dual challenges: on the one hand, there is a shortage of skilled workers; on the other, the country has well-trained engineers and doctors. Academics bear the highest risk of unemployment, especially women, young Egyptians, city dwellers and well-trained specialists.

Despite the high level of unemployment among university graduates, academic professions are highly valued in Egypt, particularly in the natural sciences. However, access to these courses is very limited, as state universities only admit the best school leavers. The quality of Egyptian degree courses in natural sciences and engineering is in line with international standards.

The education system has not yet developed an effective strategy for vocational training. Of around 2,000 vocational schools with around two million students, only 17 schools have been accredited to date. The vast majority of educational institutions are overcrowded and the curricula are often outdated. However, the Egyptian government is investing in new vocational schools and has initiated the Technical Education and Vocational Training Reform together with the European Union in order to improve the educational landscape.

Despite these challenges, young people in Egypt are not lacking in interest in high-quality educational opportunities. Dual vocational training in particular is popular, even if many young people use it as a preliminary stage for subsequent studies.

Export of skilled workers as part of the government's strategy

Remittances from Egyptians abroad to Egypt amounted to around 29.7 billion US dollars in 2022. However, this high sum also has disadvantages, as many talented people are leaving the country. Following the sharp devaluation of the pound, a downward trend can be observed, as Egyptians are increasingly exchanging cash on the black market, where the exchange rate for euros is currently 50 pounds instead of the official 31 pounds.

The Egyptian government is reacting pragmatically to these developments. In view of an annual population growth of 2 percent, 800,000 new workers are entering the market every year. In order not to lose this important source of foreign currency, the government is integrating the export of skilled workers into its strategy. During a visit in October 2023, sources close to the government confirmed to the BVMW representative that the Egyptian government has recognized this potential and even wants to support the export of workers.

Commitment of large companies

The first initiatives in this direction are already underway. One of Egypt's largest companies, „The Arab Contractors“, a global player in Africa and the MENA region, currently employs 78,000 engineers and technical specialists from Egypt. They are mainly trained in their own academies according to ISO 9001:2015 and international standards. This and other companies are looking for partners to integrate teaching content and German curricula. The German-Polish BVMW member People and Work EU-GmbH has recognized this potential and is already active in Egypt.



People and Work GmbH unterwegs mit BVMW Ägypten Repr. Radmila Labus Oktober 2023 Kairo

Dr. Mohamed Mandour, CEO of The Arab Contractors for Facility Management, specifically wants to give orphans prospects for the future. „We have been provided with four school buildings by the Ministry of Education and can start the project immediately. What we still need are the German partners.“

Opportunities for Germany

Organized labor migration could benefit both countries. In the long term, Germany could secure a well-trained workforce to its own standards, while Egypt could continue to count on remittances from abroad. This could also help to relieve the pressure on Egypt's infrastructure, as the country can barely keep up with the large population growth. Alexis Below, the economic attaché at the German embassy in Cairo, is also in favor of organized labor migration. The BVMW association plays a key role here as a bridge builder and initiator of such international cooperation.

General Labor market data Egypt

Sources: CAPMAS, GTAI

Population 1st quarter 2021 (in Mio.)	101,5
Labor force in the 4th quarter of 2020 (in Mio.)	29,9

Employed persons in the 4th quarter of 2020 (in Mio.)	27,8
Unemployment rate in the 4th quarter of 2020, official (in %)	7,2
Illiteracy rate in 2017 (in %)	28,8
University degrees 2019 604, 195	604.195

Sources: GTAI, Weltbank, eigene Quellen

Author: Radmila Labus
Representative for BVMW - Egypt & CEO 1st NODE GmbH

China im Blick. Seit 25 Jahren.

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Onboarding foreign specialists

The social and cultural integration and retention of foreign team members should begin within the company. In the onboarding process, social as well as professional aspects must play a key role.

Integrating a foreign specialist into the company's organization is a major challenge. In addition to designing the workplace, printing business cards, providing IT access rights, training for specialist topics, programs or tools, the host company must also deal with the social and intercultural integration of the employee. More than 30 percent of recruited specialists return to their home countries after a short time because they do not feel comfortable with their new employer. Yet it can be so easy to integrate successfully.

The technical side is not everything

Communication with the new team member is an important link between professional and social aspects. In addition to a contact person from the HR department, it is therefore advisable to appoint a main contact person or mentor for technical matters and a mentor for social issues and to keep in regular contact with them. Being close to the new specialist, understanding their needs, welcoming them, working with them to understand the culture they come from and ensuring that this culture is also accepted in the company - all of this helps with integration and gives the specialist a sense of arrival.

Social factors

Those responsible in the company will help the skilled worker if their personal needs are taken into account, for example if they are provided with their own room for religious worship. This privacy may be very important for the skilled worker in order to continue living their culture in Germany. But even trivial things such as meatless meals in the canteen help them to get involved in the adventure in Germany. For the incoming skilled worker, integration means that the employer and employees also have to get involved in a different culture, so invitations to evening activities together are important. The family also often has a special significance. Getting to know each other leads to communication between the workplace and the family, which is often particularly important for the foreign skilled worker and helps

them to settle into the German culture. This can be an opportunity to exchange tips on leisure activities, sports clubs and gyms, interest groups or networks. For the company, integrating the new team member must also mean understanding the „foreign“ culture and introducing it to the team.



Author:
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Managing Director at IAC
Management Consulting GmbH

Good to know

- A quarter of people in Germany have a migration background, two thirds of whom come from two thirds come from Europe (as of 2021)
- 12 percent of people with a migrant background have roots in Turkey, 5 percent (1.1 million) in Africa
- Culturally sensitive onboarding in companies companies is the best guarantee for the successful integration of skilled workers

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With a tailwind through the desert!

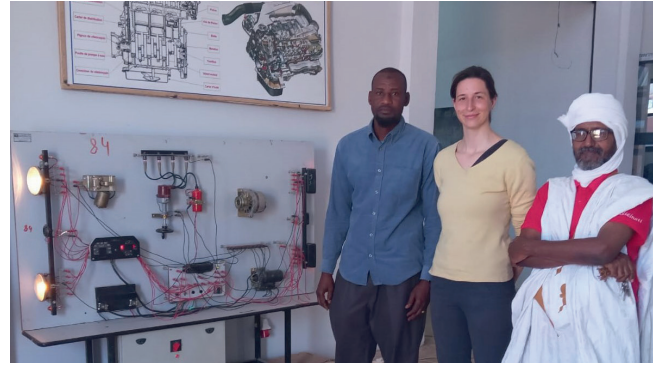
The Munich-based company weelectrify.Africa (weA) will use disused wind turbines from Europe to produce cheap electricity in West Africa. An integral part of the first major project is its own vocational school in Mauritania, which trains skilled workers for maintenance and operation work to German standards.



Working on a bicycle

In spring 2023, weA employee Sarah Hausmann cycled along the west coast of Africa through remote and deserted areas that are suitable for the construction and operation of wind farms. The WestStream-1 wind farm is to be built in one such location in north-western Mauritania. With a capacity of 100 megawatts (MW), which corresponds to 50 turbines, the aim is to improve the population's electricity supply. A special feature of the project is a 36MW / 19MWh battery storage system, which is intended to significantly reduce fluctuations in the Mauritanian power grid and the associated power outages. weA is currently negotiating a 20-year power purchase agreement (PPA) with the Mauritanian government.

On her trip, S. Hausmann also came to Nouakchott, the capital of Mauritania. In the sandy and turbulent city, a vocational school with a boarding school is to be built, financed by the income from WestStream-1. Around 80 pupils will be trained free of charge to become mechatronics engineers or electricians, for example. The targeted allocation of scholarships is intended to explicitly support women in particular. Young adults from remote areas are also to be given priority for training. S. Hausmann visited Morocco and Mauritania to find out about the structure of vocational schools in preparation for setting up the vocational school. Many young people complete technical training or engineering studies, often with a focus on renewable energies, in institutions funded by Germany. They then find work with international companies that build solar or wind power plants in the region.



A „green desert“ in the future

WeA is planning the construction of further wind farms in Mauritania. The local conditions are ideal with the North Atlantic trade winds and correspond to offshore conditions on land (9-11 meters/second wind speed). There is a high demand for energy in the desert, e.g. for the extraction and reduction of large deposits of iron ore. At present, fossil fuels are used almost exclusively in these remote locations in the Sahara. Wind and solar power plants with battery storage or green hydrogen could be a sustainable alternative.

Not only is a bicycle tour through windy West Africa a challenge, but also raising start-up capital, e.g. for costly project development (such as for wind, social and environmental assessments). Thanks to the trust of investors on a crowdfunding platform and other private investors, weA has been able to raise almost 0.5 million euros so far. People believe in the incredible potential of the region, which captivated them on this unusual business trip with its varied desert landscape and warm hospitality. For further project work, weA will launch another financing round via the CONDA platform in spring 2024.

Questions: info@weelectrify.Africa



Sarah Hausmann
Investor Relations
weelectrify.Africa

Name of the company: weelectrify.Africa
Foundation: 2018
Company headquarters: Munich
Managing Director: Philipp Wagner
Number of employees: 6
Website: <https://weelectrify.africa>



Providing eye care in regions without ophthalmologists

Glaucaire commits to empowering medical assistants (MAs) to conduct comprehensive eye examinations in remote regions through its “Ophmo” mobile eye clinic; overcoming limited access to traditional healthcare facilities. MAs working with partner health clinics will complete an online course and theoretical and practical examination to become qualified eye care medical assistants.

Background of ophthalmology in Africa

The main causes of eye diseases include age-related factors, infections, accidents and refractive errors such as nearsightedness or farsightedness. In developing countries, there is often no organized eye care, especially in rural areas where underprivileged and uninsured people live. In rural Africa, the ratio of ophthalmologists to patients is about 1:1 million, highlighting the significant gaps in care (British Journal of Ophthalmology 2020). Furthermore, there is often a lack of knowledge about eye diseases, which results in these diseases not being detected or diagnosed in time. As a result, many people lose their sight. The WHO estimates that 90% of blind people live in low-income areas where there is a lack of eye care services.

Approach of Glaucaire

Through this Commitment to Action, Glaucaire will make The Ophmo, a mobile eye clinic that enables medical assistants to diagnose patients with eye problems, available in remote regions. By combining cutting-edge technology with innovative mobile ophthalmological measuring devices, Glaucaire will empower medical assistants (MAs) to conduct com-

prehensive eye examinations in remote regions, overcoming limited access to traditional healthcare facilities. A total of 30 mobile eye clinics and 60 trained medical assistants will reach a 300,000 individuals over the course of two years. Medical Assistants working with partner health clinics will complete an online course and theoretical and practical examination to become qualified eye care medical assistants. The integrated devices included in the Ophmo kit will facilitate comprehensive examinations, while an app streamlines diagnostics for consistent care.

The Ophmo MA team will always be in contact with an eye clinic or an ophthalmologist. The medical assistants will utilize the integrated iPad and app to securely transmit patient data, test results, and relevant medical information to specialized eye care providers. Medical Assistants will receive instructions for immediate treatments, such as medications, from an ophthalmologist in real-time using the iPad FaceTime function.

Glaucaire’s data-driven approach allows them to track and analyze referral metrics, such as referral wait times, completion rates, and treatment initiation timelines. These metrics enable Glaucaire to continuously evaluate and improve

the effectiveness of their referral system, ensuring that individuals diagnosed with eye problems receive the proper care they need in a timely manner.

This is also the sustainability of the ophmo system, for the first time there is data on the persons treated once and after several diagnostic tours, the data also provide a statistical overview of this region.

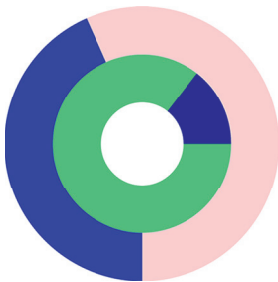
**Progress Update
Partnership Opportunities**

Glaucaire is actively seeking financial support to expand and implement the Ophmo system in rural areas, with the goal of effectively addressing vision impairment. By partnering with Glaucaire, your contribution will directly support the financing of mobile eye-care solutions outlined in their comprehensive action plan. Together, we can make a tangible difference in improving vision care and fulfilling the UN targets for 2030. It is possible to sponsor an ophmo; a complete ophmo can be assembled and used for €10,000. This ophmo is then personalized with the name of the donor. In addition, the active ophmo can be tracked via a GPS tracker.

Furthermore, Glaucaire is eager to collaborate with local health organizations and eye clinics to ensure the long-term sustainability of their mobile eye-care system and drive significant health improvements in rural communities. Logistical assistance, access to ophthalmological experts, scientific advice, and personnel for communication, organization, and distribution is welcomed. By working together, Glaucaire and partners can enhance health outcomes and bring improved vision care to those in need.

Author: Johannes Vegt
Managing Director glaucaire GmbH

glaucaire®



Special mobile eye clinic case



Interior design of the mobile eye clinic



Processing of Cashew nuts in Senegal – Potential for German companies

Espen AG, based in Bad Vilbel in the Rhine-Main region, has been involved in the import and processing of timber, primarily from FSC-certified sources worldwide, since 1992. In view of the declining demand for tropical wood on the German market, the company decided in 2019 to diversify and expand its product range to include forest by-products.

Due to the dynamic development of the market for certified organic nuts, spurred on by the trend towards vegan diets, we turned our attention to the fruit of the cashew tree. In order to be able to import significant quantities of organic cashews, a long-term commitment in the form of direct investment in cultivation advice, processing and quality assurance was required.

Start-up in Senegal

Although other African countries, above all Côte d'Ivoire, have significantly larger cultivation areas, we chose Senegal. The country is politically stable, economically liberal and offers incentives for foreign investors (APIX). Senegal is also one of Germany's partner countries.

Setting up a company was quick and unbureaucratic, as was applying for a building and operating permit. While 90% of foreign companies invest in the metropolitan region of Dakar, rural areas have been systematically neglected. The doors are all the more wide open there and there is a great willingness to support business start-ups. This applies to the municipality as well as the district administration.

Due to coronavirus, the key steps were not taken until 2021/22: Construction planning and execution, import and assembly of processing equipment, establishment of a „groupement“ of interested farmers in the region with the company as the responsible „opérateur“. According to the EU Organic Regulation, the operator (Opérateur) has the duty to qualify its partners so that the agreed standards are

understood and strictly adhered to. This work was confirmed in 2022 with the award of the organic certificate.

On the North Sea coast within 10 days

The first carefully cracked nuts were shipped at the beginning of this year. The loaded containers reach the port within 8 hours and, after successful clearance, set off on their short journey from Dakar to Antwerp or Hamburg. Unlike most raw cashew nuts, which are shipped to Asia to be cracked and then transported from there to the European market, we take a CO²-friendly route that is also crisis-proof.

New jobs in rural areas

The commissioning of our plants now provides 150 people with permanent employment. We have become the largest employer in the village „overnight“. Women in particular use the employment to earn extra income. The added value remains in the region, which was previously excluded from economic development.

Potential

In the medium term, we see potential in the intensification of agriculture. This includes the expansion of agroforestry systems, the introduction of efficient methods to improve soil fertility according to ecological principles and the introduction of innovative irrigation systems. There is also potential in the area of aquaculture at our location, the town of Sokone, in the immediate vicinity of the mangrove forests.

Name of the subsidiary: Espen Organics Sénégal Sarl (EOSEN)
Foundation: 2021
Company headquarters: Sokoné, Région Foundiougne, Sénégal
Managing directors: David Sylvan Jordan, Jürgen Jordan
Number of employees: 150
Website: www.espen-organics.de

Social responsibility for a world worth living in for all - Our Africa of the future!

6 years to go! to implement the global UN Sustainable Development Goals

In a rapidly changing society with many global challenges, worldwide project solutions with a philanthropic approach are of particular importance today. They go beyond making a profit and give something back to the community in a positive way.

At the 2015 World Climate Conference in Paris, 196 nations signed up to the United Nations' 17 Sustainable Development Goals. We have all committed to working towards a more socially just and environmentally sustainable world and to

- end extreme poverty
- combat inequality and injustice
- regulate climate change

The YOU Foundation - Education for Children in Need is an initiative of UNESCO Special Ambassador Dr. h.c. Ute-Hen-

riette Ohoven, who has been volunteering for equal opportunities for the poorest of the poor worldwide for over 35 years. In regions where poverty, hunger, lack of education and health, natural or climate change have an extreme impact on people's lives, the YOU Foundation helps local people and countries to improve their living conditions by helping them to help themselves. Its projects support the UNESCO Education Agenda 2030 and the United Nations Sustainable Development Goals (SDGs). The UNESCO „Priority Africa“ agenda, the African Union's Agenda 2063 and other agendas of the respective project countries also receive a great deal of attention.

Education is one of the most important steps towards giving children a decent future





Through one-off support budgets from companies, foundations or organizations, we implement global projects for social engagement.

Education, training, empowerment, resilience, income generation, as well as projects for environmental education, agriculture in climate change and food security, health, safe water and resource protection - always with a participatory approach involving all stakeholders, we pursue the goal of providing concrete self-help.

Direct, effective and sector-specific - suitable impact engagement for companies.

Through their social commitment, companies demonstrate the positive changes they bring about on a global level. With the UNESCO - PRIORITY AFRICA agenda, we can work with you to help create an inclusive, prosperous and peaceful Africa that is driven by its own citizens and is a dynamic force on the international stage. The YOU Foundation works particularly in countries that take responsibility and see social investment not as a gift but as progress for their people and act accordingly.

**New information and communication technology (ICT) for young people and women in rural Senegal
Climate-SMART-Education**

Sustainable development cannot take place without energy and water.

Without IT and quality education, the digital divide for „equal opportunities“ and better job opportunities cannot be realized.

Climate-Smart Schools are in line with the global initiatives on ESD (Education for Sustainable Development) and respond to the urgency of tackling climate change in a concrete

and global way. By integrating climate change into the curriculum, promoting sustainable practices and assessing technological infrastructure, we contribute to the goals of UNESCO's Greening Education Partnership and the African Union agenda.

The overarching goal is to develop climate-smart schools that prepare learners to effectively tackle climate change, promote sustainable development and create a resilient future in communities. Encourage ideas, creativity and innovation.

A SMART School available to the whole community for quality education, climate education and training for women, for specific skills practised in the region, but also for climate change cultivation and more.

The aim is also to involve beneficiaries from all social classes in concrete, equal learning situations, individual and collective codes of behaviour and to develop their competitive spirit and excellence in all areas of life with access to ICTs.

Strengthen the relevance of the project to SDG 4 and SDG 13, provide beneficiaries with lifelong learning opportunities within the framework of quality education and establish an effective system for the delivery of introductory courses in computer science and measure the impact on students, youth and women.

The SMART School will be solar-powered and realised in a sustainable design in order to promote the „learning by doing“ approach.

Contact
www.you-stiftung.de
kontakt@you-stiftung.de
 Phone: 0211 6111 33

Author:
 Christina Uhr, Marketing and Public Relations,
 YOU Foundation - Education for Children in Need



SME Alliance Africa takes positive stock after the „Compact with Africa“ summit 2023

The heads of state and government of major African countries met in Berlin on November 20, 2023 to discuss closer economic cooperation with Germany and its European partners. The main topics of the „Compact with Africa“ (CwA) 2023 conference were strengthening German private investment in Africa and cooperation on sustainable energy supply.

Germany reaffirms its commitment to Africa's development

Chaired by German Chancellor Olaf Scholz, this fifth meeting for dialogue and cooperation between the G20 and the 13 African countries that are members of the „Compact with Africa“ (CwA) provided an opportunity to review the countries' progress in their reform programs to promote private investment. Through the Compact with Africa, the German government is promoting private investment and employment on the African continent. Africa needs a local middle class and a partnership on an equal footing with Europe. In practice, this means efficient cooperation between companies from Germany and Africa.

This joint commitment with African partners reflects the strength of the German-African dynamic, which is reflected in significant German investment projects in Africa. At the forum, the Federal Chancellor also called on German companies to invest more in Africa.

Business opportunities for German companies

At the forum, German Chancellor Olaf Scholz spoke out in favor of closer economic cooperation with Africa, particularly in the areas of energy and hydrogen. Africa has large resources of renewable energies. The continent is therefore also an ideal location for hydrogen production, as there is sufficient solar and wind radiation as well as land available to develop renewable energies beyond local domestic demand and to produce hydrogen and its derivatives without emissions.

Africa has made great strides in developing its solar energy markets in recent years. Africa's renewable energy has gradually shifted from traditional hydropower and thermal power plants to renewable solutions to both accelerate energy access and support sustainable economic growth. In the medium to long term, the development of a green hydrogen economy in Africa will create green industrialization and a huge market with great potential for German SMEs.

BVMW companies in dialogue with the South African delegation



Ziele der Initiative Compact with Africa (CwA)



mehr private
Investitionen



Infrastruktur
ausbauen



engere multilaterale
Partnerschaften



Schaffung von
Arbeitsplätzen



Reformen **umsetzen**,
Geschäftsumfeld **verbessern**



mehr lokale
Wertschöpfung

Quelle: GTAI

As a result, infrastructure in the areas of education, health, transport, communication and housing must be greatly expanded, particularly in cities, which are facing a massive influx of rural residents. This development represents great opportunities for German companies.

In addition, the continent has gained importance on the world stage with the inclusion of the African Union (AU) in the G20. At a time when the German economy is further diversifying its value chains and procurement markets, African countries are becoming even more important partners.

The Mittelstand Alliance Afrika (MAA) promoted Africa

The SME Alliance Africa of the BVMW participated with numerous companies in the „Compact with Africa“ Summit 2023. This forum was not only an opportunity for BVMW entrepreneurs to network with African entrepreneurs, private sector business people, politicians and delegations from various African countries, but also to introduce them to business opportunities in the African market and encourage them to invest.

The BVMW was involved at a high level in the discussions of the „Compact with Africa“. First of all, Christophe Ahlhaus, Chairman of the BVMW Federal Executive Board, spoke to the delegation from Togo as part of a business meeting. He emphasized that Africa is not only the future, but above all the present. As a strong partner, we can achieve economic

prosperity, employment and sustainable growth. Mr. Ahlhaus assured small and medium-sized enterprises (SMEs) of the BVMW's full support as they enter the African market.

Andreas Jahn and a number of BVMW companies also met with high-ranking delegations from the African continent, such as the President of the Federal Republic of Nigeria and the Republic of Zambia. In addition, exclusive business-to-business exchanges took place between BVMW companies and delegations from South Africa, Mauritius and the Ivory Coast in order to initiate concrete cooperation projects between Africa and Germany, exchange information on business opportunities in Africa, deepen existing contacts and establish new ones.

The team of the Mittelstand Alliance Afrika will be happy to assist you in successfully entering the African markets. The MAA acts as a door opener to Africa and facilitates the necessary exchange at eye level.

Author: Mor Diop

Referent - Afrika und frankophone Länder, BVMW

Good to know

What is the „Compact with Africa“(CwA)?

It is an initiative that was launched in 2017 during the German G20 presidency. As part of this partnership model, the G20 works together with 13 African countries that are currently members of the Compact with Africa: Egypt, Ethiopia, Benin, Burkina Faso, Côte d'Ivoire, Ghana, Guinea, the Democratic Republic of Congo, Morocco, Rwanda, Senegal, Togo and Tunisia. Other countries are also interested in integration. Representatives from Angola, Kenya and Zambia have been invited to the 2023 Compact with Africa summit.



BVMW business delegation in Kigali, Rwanda; Copyright: Lena Pahlenberg

Rwanda as an ideal entry market in East Africa

As part of its first business trip to Rwanda, the German Association of Small and Medium-Sized Enterprises (BVMW) introduced its members to the potential of the up-and-coming East African country.

Rwanda has developed into a model of success in Africa over the last 20 years. With a population of 11 million, the country is one of the small but fast-growing markets in East Africa. Thanks to an investor-friendly government and functioning institutions, Rwanda stands out in the region: it is characterised by political stability and a high inflow of funds from the international donor community. The Ambassador of Rwanda in Germany and board member of the BVMW's SME Alliance Africa, H.E. Igor Cesar, sees Rwanda with its favourable framework conditions as an ideal entry market into the East African Community (EAC), with a market potential of over 200 million people.

In light of this huge potential the BVMW, with the active support of the Rwandan ambassador, launched the new „Task

Force Rwanda“ at the beginning of 2023. This is a joint project between the BVMW and the Special Initiative „Decent Work for a Just Transition“, also known as Invest for Jobs. The initiative is supported by the Business Scouts for Development programme, which, like Invest for Jobs, is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development. The two-year project uses business trips, matchmaking events and market studies to build business relationships and strengthen cooperation between Rwandan and German SMEs. The aim is to promote investment in the Rwandan market and create decent jobs in Rwanda.

Against that backdrop, the BVMW organised its first business trip to Kigali in May 2023. The BVMW delegation was



Visit to a construction site of a Rwandan construction company,
Copyright: Lena Pahlenberg

made up of seven companies from the logistics, agriculture, refrigeration, IT and environmental technology sectors. During the five days on site, the group was able to gain comprehensive insights into the potential of the market. Important Rwandan stakeholders such as the Rwanda Development Board (RDB) and the Rwandan Private Sector Federation (PSF) were visited. The RDB is regarded as the major point of contact for foreign investors. Philipp Lucky, Head of the Chief Investment Office of RDB, introduced the German companies to his authority's One-Stop Centre, which enables companies to be set up within a few hours and where it only takes a few days from the time of registration to the work permit.

The delegation also got in touch with important German stakeholders in Kigali. Cooperation opportunities with the various projects of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) were explored and the wide range of advice and services offered by the Delegation of German Industry and Commerce (AHK) for East Africa were presented. The framework conditions for business opportunities and trade agreements were discussed with the European Business Chamber of Rwanda. At the heart of the trip were the customised individual appointments for the German companies with Rwandan cooperation and business partners. Partnerships and co-operations were discussed in order to promote knowledge and technology transfer between Germany and Rwanda. Cooperation projects have been initiated during the days in Kigali.

The logistics company DB Schenker was pleased with the results of the trip and is confident of establishing its own branch in Rwanda, which would complement the international logistics service provider's decades-long presence in East Africa. „The business trip to Rwanda was of great benefit to DB Schenker and we are seriously considering setting up a branch there as there are tremendous opportunities in the market,“ said Samuel Momanyi of DB Schenker East Africa.

The CyCo Cyber Competence Center GmbH, which specialises in cyber security solutions, went one step further and has already registered its company in Rwanda. Torsten Töllner, Managing Director of CyCo Cyber, is confident that his company will successfully establish itself in Rwanda in the coming years. In fact, the company has already been awarded its first contract by the German government, which is expected to create up to 50 jobs over the next two years. Töllner sees the first BVMW business trip to Rwanda as the beginning of a promising cooperation between the BVMW and Rwanda, which will bring both economic and social benefits. Following the business trip, the SR Malereiunternehmen from Bavaria was also able to implement an initial training programme to share its expertise in painting with Rwandan partners. In cooperation with the Rwandan crafts company Baraka Properties Ltd., the family-run painting company from Bavaria organised its first training course for Rwandan painters in Kigali in October 2023. The project is financed by sequa's craftsmanship fund (Handwerkerfonds).

Author: Lena Pahlenberg

Good to know

- The BVMW is planning a second business trip to Rwanda from 27 to 31 May 2024.
- If you are interested in the trip or would like to be kept up to date on the activities of the Rwanda Task Force, please contact Mor Diop (mor.diop@bvmw.de)



Tunisia Task Force - New focus sector: Electronics

The Tunisia Task Force aims to draw the attention of German companies to the potential of the Tunisian market and to support the development of local SMEs. To this end, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the SME Alliance Africa (MAA) of the BVMW have linked their networks.

Together with the Special Initiative „Decent Work for a Just Transition“ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the MAA supports German companies on their way to Tunisia, in matching with relevant Tunisian companies and in jointly establishing and expanding business in the region. This takes place within the framework of events, market studies and delegation trips. The task force now has a second focus sector: in addition to the automotive sector, the focus will now also be on the electronics sector.

Automotive sector

Tunisia is the third largest automotive supplier in Africa and offers both opportunities for local value creation and the use of the Tunisian market as a „sourcing market“ for importing parts. Renowned companies such as Dräxlmaier, Marquardt and Leoni, as well as many Tunisian companies, produce cables, electrical and plastic parts, steering wheels and circuits for the European and German markets in Tunisia.

Electronics sector

With over 120,000 qualified and competitive employees, the electronics sector is one of the most important sectors of the Tunisian economy.

Tunisia is also an internationally recognized center of electronics production, particularly in the automotive and ae-

rospace industries. The most important goods produced in Tunisia are: Cables and wire harnesses, electronic assemblies, automotive components, electrical components, lighting materials, connectors, printed circuits, transformers and machined mechanical parts.

More than 330 companies with 10 or more employees produce electrical and electronic equipment in Tunisia. Of these, over 200 companies have foreign participation and almost half are 100 percent foreign-owned. In total, over 110,000 people work in the sector.

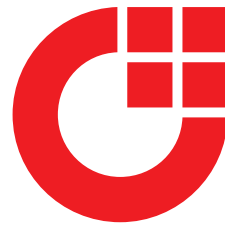
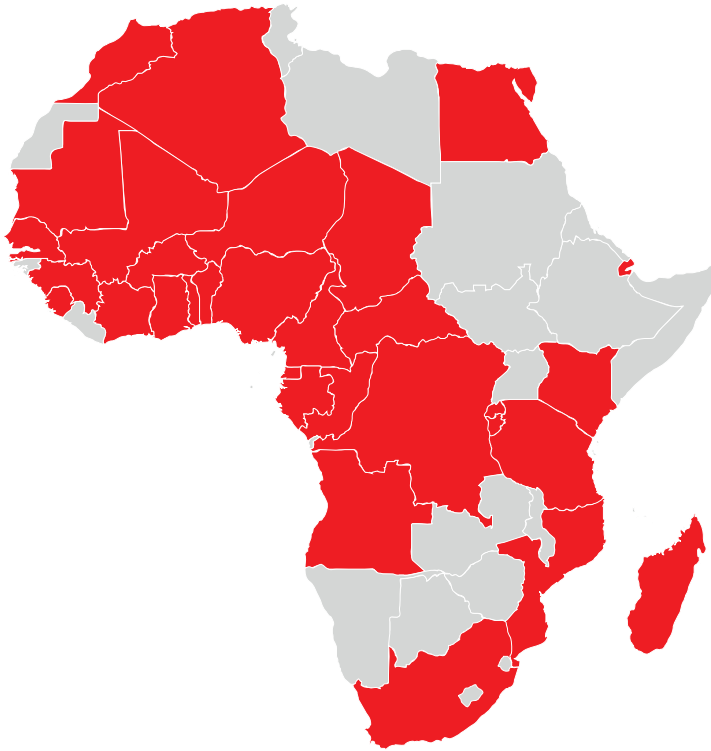
Industry 4.0

The IoT (Internet of Things) is gaining importance in the Tunisian electronics market and promises great potential. By networking devices that communicate with each other, make predictions and monitor performance data in real time, uptime can be maximized and processes can be optimized.

Tunisia has already implemented initiatives in the field of Industry 4.0. In December 2020, the HUB 14.0 initiative was launched with the aim of accelerating the transition to Industry 4.0 and raising awareness in the country. So-called 4.0 competence centers support the strengthening of the skills required for the professions of the future.

Author: Hanna Hodel, Project Manager Africa, BVMW

The German-African Entrepreneur Network of the BVMW



The German
Mittelstand.
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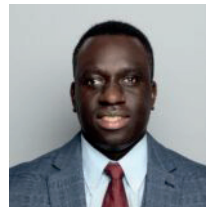
The German Association for
Small and Medium-Sized Businesses



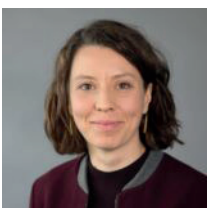
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Become part of the German-African Entrepreneurial network Mittelstandsallianz Afrika!

- 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.

Get involved!

- 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



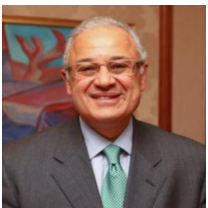
Volker Werth,
Head of the Foreign Office
South Africa

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 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.



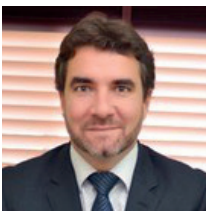
Guy Gweth
Head of the Foreign Office
Cameroon, Benin, Gabon, Togo

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.



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.



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.



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

Mr. Nguéfack-Sonkoué 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.



Theophile Madjitouloum,
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.

Expertise im Ost-Geschäft!
Seit über 65 Jahren

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OstContact ist das einzige deutschsprachige Wirtschaftsmagazin für Ost-West-Kooperationen, das ausschließlich über die über die aktuelle wirtschaftliche Entwicklung in den wichtigsten und dynamischsten Märkte Mittel- und Osteuropas sowie Zentralasiens informiert. Es richtet sich an Inhaber, Top-Manager und Entscheider von Unternehmen aus dem DACH-Raum mit Geschäften in Osteuropa.



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Book Recommendations

Learn more about current economic developments on the African continent.



Das EU-Lieferkettengesetz (CS3D): Rechtliche Analyse und Herausforderungen für die Afrikastrategie mit Fokus auf Südafrika (Young Academics: Rechtswissenschaft) Taschenbuch

30. November 2023 von Anna Katharina Bahramian (Autor)

Anna Katharina Bahramian analysiert die Initiative CS3D und die daraus resultierenden Herausforderungen für die Afrikastrategie der EU. Die Autorin vermittelt ein Grundlagenverständnis zu Menschenrechten, der europäischen Afrikastrategie und den bisherigen Lösungsansätzen (u.a. Compliance und Due Diligence) und skizziert den Zusammenhang von Sorgfaltspflichten europäischer Unternehmen und der wirtschaftlichen Entwicklung der EU und Afrika. Das komplexe Zusammenspiel von Recht, Wirtschaft und Politik zur effektiven Umsetzung von Sorgfaltspflichten wird erklärt. Anhand der Rohstoffindustrie in Südafrika werden Herausforderungen der praktischen Anwendung der CS3D prognostiziert und Auswirkungen auf die Afrikastrategie kritisch hinterfragt...

Herausgeber: Tectum Wissenschaftsverlag; 1. Edition (30. November 2023)

Sprache: Deutsch

Taschenbuch: 34,00 €



Entwicklungsmodelle zwischen Marokko und Subsahara-Afrika BAND I: Vergangenheit, Gegenwart und Zukunft von Logistik, Governance und Handel Taschenbuch

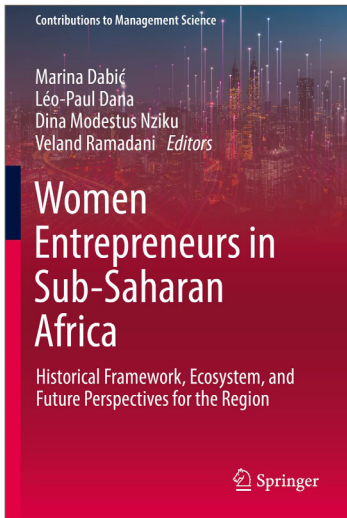
24. Oktober 2023 von Imane Nachoui (Autor)

Diese Studie ist eine bahnbrechende wissenschaftliche Forschung in den Bereichen Logistik und Governance zwischen Marokko und dem westlichen Subsahara-Afrika. Der erste Titel und die dazugehörigen Kapitel behandeln und analysieren die Entwicklungen der Logistik und des Transports zwischen Marokko und dem westlichen Subsahara-Afrika vom 11. Jahrhundert bis heute, wobei die Stärken und Schwächen und ihre Auswirkungen auf die Entwicklung der Beziehungen zwischen den marokkanischen und afrikanischen Dynastien aufgezeigt werden. Der zweite Titel und seine Kapitel befassen sich mit Fragen der Logistik und der Regierungsführung in Marokko und den ECOWAS-Ländern in den ersten zwanzig Jahren des dritten Jahrtausends anhand bestimmter Indizes...

Herausgeber: Verlag Unser Wissen (24. Oktober 2023)

Sprache: Deutsch

Taschenbuch: 79,90 €



Women Entrepreneurs in Sub-Saharan Africa: Historical Framework, Ecosystem, and Future Perspectives for the Region (Contributions to Management Science) Taschenbuch

19. Juni 2023 von Marina Dabi (Herausgeber), Léo-Paul Dana (Herausgeber), Dina Modestus Nziku (Herausgeber), Veland Ramadani (Herausgeber)

According to a 2018 World Bank report, Africa is the only region with more women than men choosing to become entrepreneurs – a phenomenon that is not the subject of adequate discussion. This book reveals the latest research-based understanding of the entrepreneurial activities of women in sub-Saharan Africa. Specially invited subject experts present salient dimensions of entrepreneurship by African women, from environmental factors to motivations and influencers as well as financial and non-financial constraints, and highlight the significant role of cultural differences...

Herausgeber: Springer; 1st ed. 2022 Edition (19. Juni 2023)
 Sprache: Englisch
 Taschenbuch: 158,07 €

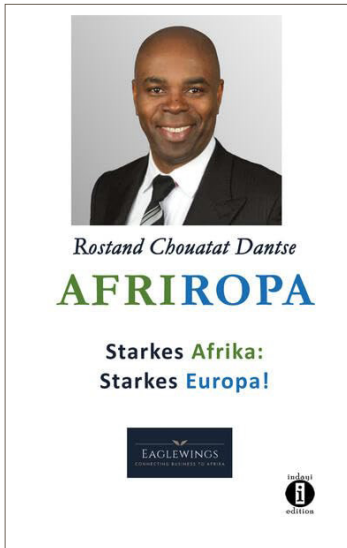


Soziale und wirtschaftliche Ungleichheit und politische Steuerung in Afrika: Ein Fall von Kenia Taschenbuch

16. August 2023 von Logiel Lokwawi Samson (Autor), Omodia Monday (Autor)

Die Ergebnisse der Studie zeigen, dass der fehlende Zugang zu Vermögenswerten, zu Versorgungseinrichtungen und grundlegenden sozialen Dienstleistungen, zu Bildung und Beschäftigung zu politischer Instabilität, Korruption und geringem Wirtschaftswachstum in Kenia führt. Um dem entgegenzuwirken, hat die kenianische Regierung die Regierungsarbeit und die Erbringung von Dienstleistungen dezentralisiert, Sozialschutzprogramme, eine kostenlose Grundschulausbildung, Programme zur Stärkung der Rolle der Frau und die Anbindung an die letzte Meile (grüne Energie) eingeführt. Die Herausforderungen, mit denen sich die Regierung konfrontiert sah, waren: Fehlen eines Überwachungs- und Bewertungsrahmens...

Herausgeber: Verlag Unser Wissen (16. August 2023)
 Sprache: Deutsch
 Taschenbuch: 43,90 €



**Afriropa: Starkes Afrika: Starkes Europa!
Taschenbuch**

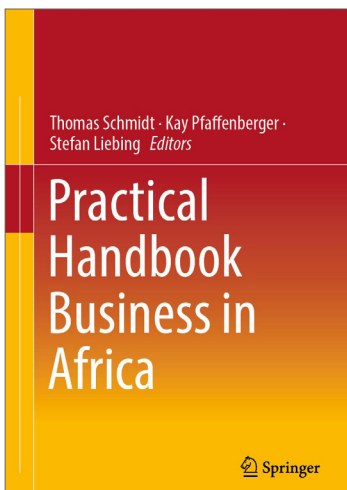
16. Juni 2023 von Chouatat Dantse Rostand (Autor)

Afriropa: Starkes Afrika: Starkes Europa! von Chouatat Dantse Rostand Um das Potenzial und die Dynamik des afrikanischen Marktes zu verstehen, ist eine Erkundungsreise von großer Bedeutung: Persönlich die Realität des Kontinents sehen und spüren, Menschen treffen, sich austauschen, Entscheider in der Wirtschaft und Politik kennenlernen, Unternehmer in ihren Firmen und auch privat besuchen, wichtige Kontakte knüpfen, Märkte ansehen, den Reichtum der Natur bestaunen ... Es gibt auch ein Afrika abseits der Berichterstattung, voller Geschäftschancen und Inspiration. Wir zeigen Ihnen ein realistisches Bild von Afrika und lenken Ihren Fokus gezielt auf die unendlichen Möglichkeiten und die offensichtliche Schönheit dieses Kontinents...

Herausgeber: indayi Edition; 2. Edition (16. Juni 2023)

Sprache: Deutsch

Taschenbuch: 19,99 €



**Practical Handbook Business in Africa
Taschenbuch**

17. November 2023 von Thomas Schmidt (Herausgeber), Kay Pfaffenberger (Herausgeber), Stefan Liebing (Herausgeber)

Africa is a continent on the upswing, developing great economic momentum. If German companies want to participate in Africa's upswing, they need to be familiar with some special features. This book shows the way to successful business in Africa. It is a practical, yet scientifically based guide for all entrepreneurs and economically interested parties who want to be successful in Africa. It combines the experience of many companies with the scientific perspective and findings of the Centre for Business and Technology in Africa at Flensburg University of Applied Sciences...

Herausgeber: Springer; 1st ed. 2023 Edition (17. November 2023)

Sprache: Englisch

Taschenbuch: 69,54 €

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