



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

Strategic Partnership “ Digital Africa” – an opportunity for Germany’ s digital sector. An opportunity for your company!

New technologies and innovative solutions will be important deciding factors for the future, both in Europe and in our neighbouring continent of Africa. For German and European digital companies with their cutting-edge skills, the advance of digitalisation offers new business opportunities and enormous potential for expansion.

Through this new strategic partnership with the private sector the Federal Ministry for Economic Cooperation and Development (BMZ) is seeking to tap into the digital potential in Africa and ignite sustainable sparks to stimulate development. In order to achieve this aim we need your entrepreneurial involvement.

The goal is a win-win situation for both sides: the Strategic Partnership will provide effective back-up and support for private investments and responsible corporate engagement in the digital sector. Every effort will be made to ensure sustainable economic success and positive economic, social and ecological impacts for the people of Africa.

The focus of this Strategic Partnership “ Digital Africa” will be on core German and European skills and strengths in the digital sector. We are looking to involve the full range of digital enterprises in this new partnership – from innovative start-ups to established major concerns. The countries selected as the focus for this new endeavour (Ethiopia, Cameroon, Kenya, Mozambique, Nigeria, Rwanda, South Africa, Zambia, Tunisia and Uganda) are able to offer the requisite enabling environment for successful implementation.

The emphasis will be on applying ICT solutions in areas that are particularly important in economic and development terms, such as education, health, agriculture, energy supply, logistics and good governance, and also on developing sustainable economic and financial systems. The design of the partnership is to be as streamlined as possible, providing a common platform for public and private partners alike.

How it will work and what we want to achieve with you

- Networking and connecting: The Strategic Partnership offers you a platform where you can meet other likeminded partners – grouped according to target countries/regions and sectors. There will be networking events organised by the BMZ and its partners on a regular basis. These events will serve as a source of valuable contacts and ideas for your company’ s new commercial activities in Africa.
- Seeing and being seen: The Strategic Partnership will showcase the special skills and strengths of German and European digital companies in the field of sustainable development. It will enhance how they are perceived by the public and boost the contribution they can make towards shaping the political agenda. Wherever it is reasonable and feasible, you will have the possibility of travelling to partner countries as members of political delegations.
- Learning and shaping: Within the context of German development cooperation there is also scope to make greater use of the special skills and strengths of German and European digital companies, fostering sustainable development and providing benefits for both sides. Our partner countries are very interested in working closely with the private sector. With its new “ Digital Africa” programme, beginning in 2016, the BMZ is seeking to specifically increase the level of digital know-how in development projects. We can work with you to develop and successfully implement such projects.
- Engage and develop: Over the years the BMZ has acquired a vast store of knowledge relating to Africa’ s economic development and has a range of tried and tested formats that can be used for cooperation with the private sector. The Ministry acts as a political partner, advising and supporting German and European companies looking to get involved in African partner countries. Its services can facilitate market access. The support provided by the BMZ is intended to assist not only large but also small and medium-sized businesses in better evaluating the risks of doing business in Africa, so as to make the most of the opportunities available. On the reverse side of this leaflet you will find a list of the instruments we offer.



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Have we aroused your interest?

As partners of the Strategic Partnership “ Digital Africa” there are many different ways in which you can benefit from our support for your projects:

Funding for investments in partner countries

The Deutsche Investitions- und Entwicklungsgesellschaft (DEG) can offer you tailored long-term financing in the form of loans, mezzanine financing and direct investments. Together with you we will develop a viable funding solution that fits in with your business model, taking into account both the possible risks and the political and legal situation in the partner country. You contribute the business idea and we add the sectoral expertise and knowledge of the climate for doing business in the partner country. Our international network also means that we can, if needed, involve other financiers and organise larger volumes of funding.

Feasibility studies to prepare the ground for investments in the digital sector

Are you a medium-sized company looking to invest in Africa but wanting to conduct a thorough analysis of the market first? Then we have the expertise and financial assistance you need! For example, the DEG can supply up to half the funding for expert reports, market analyses or procurement and logistics sur-

veys (funding limit 200,000 euros). The only proviso is that your company must be preparing to make a concrete investment in the digital sector.

Up-scaling

We can foster innovative pioneering investments by German or local small and medium-sized companies in developing countries that are in the start-up phase. For such projects co-financing of up to 500,000 euros is available, to be repaid if the endeavour is successful. The DEG will cover up to 50 per cent of the overall investment volume provided that private capital investors are willing to put up at least 25 per cent of the funding.

develoPPP.de

The BMZ’ s public-private partnership programme develoPPP.de is another possible source of co-financing under the Strategic Partnership for projects that can make a relevant contribution to development in the partner country. Up to 200,000 euros per project can be provided. So far, under the develoPPP.de programme, worldwide more than 1,600 development partnerships have been realised by the DEG, GIZ and sequa in collaboration with the private sector. With develoPPP.de you can be sure to have a competent partner at your side!

Lab of Tomorrow

Ideas for product innovation and tapping into new markets are being developed in a design-thinking workshop, with a view to finding corporate solutions for specific development challenges (e.g. access to medicines, food waste, etc.). Together with other entrepreneurs, experts, political decision-makers and potential customers you have the chance to develop a suitable digital business model. We provide you with comprehensive market information and help you test and develop your ideas.

MakeIT

MakeIT is a joint initiative between German development cooperation and the digital sector. Its aim is to strengthen tech entrepreneurship in developing countries. MakeIT is gradually building up cooperation partnerships that are important for tech start-ups in selected pilot countries. This is being done in particular in partnership with German and European companies. Through their involvement in this initiative, these companies enjoy the advantage of being able to find strong, innovative local tech companies more quickly and more effectively.



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