A continent with potential

Africa is digital. The digital revolution is well under way in many areas of life and is creating opportunities for social and economic development. Almost half of Africa’s 1.2 billion people own a mobile phone, and around 45 million of these use M-Pesa, one of the world’s most successful mobile payment systems. Currently, 30 per cent of the population regularly access the internet, and the figure is rising.

The transition towards a well-networked information society offers significant potential for people in Africa. There is great demand for innovative solutions – from citizen participation via the internet to agricultural apps, tele-medicine and e-learning platforms. This opens up new business opportunities for German and European companies, with Accenture estimating that the potential revenue from digital products and services contributing to the sustainable development of Africa will be around USD 2.1 billion in 2030.

A partnership for the digital future

In order to leverage the potentials of digitalisation, the German Federal Ministry for Economic Cooperation and Development (BMZ) launched a new network in 2015: The Strategic Partnership Digital Africa brings together European businesses and development cooperation organisations in a targeted manner, allowing them to pool their strengths and develop joint solutions.

More than 150 companies are actively involved in the network at present, including major companies such as SAP and Siemens, as well as small and medium-sized enterprises. Under the leadership of Günter Nooke, the German Chancellor’s Personal Representative for Africa in BMZ, the partners develop projects in the thematic areas of education, energy, health, good governance, agriculture, and mobility and discuss innovative approaches and ideas in expert groups.

‘Digitalisation provides scalable solutions for the rapidly growing continent of Africa – and we need to harness the full potential of today’s technology.’

Günter Nooke, the German Chancellor’s Personal Representative for Africa in the German Federal Ministry for Economic Cooperation and Development
**Working together—from idea to first customer**

The network views itself as an incubator for developmentally effective business ideas. It initiates and supports private-sector projects that contribute to global sustainability goals. Be it a mobile system for recording taxes in Zambia, an e-commerce platform in Rwanda or digital agricultural value chains in Uganda, the project managers work together with the companies to develop appropriate concepts, network with local contacts, and help with the search for funding models.

Direct contact with the German development cooperation experts in Africa is a key component of the work in the network which enables the partnership

- to explore business opportunities
- to test the feasibility on the ground
- to find local cooperation partners
- to implement projects that provide development-policy benefits

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**Mission: Digitalisation for development**

The network partners have jointly developed and launched more than 18 projects, which shows that cooperation is the key to success. Kenyan pharmacists can now manage their medication stocks online, Ugandan farmers find out new purchase prices via their mobile phones and Rwandan small business owners are able to sell their goods digitally far beyond town and country borders. The expert groups and the project development process brings together various companies that develop solutions together. This cooperation across organisations, companies and borders leads to digital projects that are economically successful and have a positive impact on Africa’s future.

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**Want to get in touch?**

If you are interested in becoming a partner in our network or would like to develop a specific project idea with us, you can contact us at any time:

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**Opportunities for the private sector**

Supporting project development in Africa

Exchange with the development cooperation network in Africa

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**Projects**

Opportunities for development cooperation

Mobilising private sector expertise in the digital sector

More private investment in Africa