The project is looking at supporting private sector to get into partnerships with and get mentoring from German enterprises as well as market access to Germany.

Charles Omusana, Principal Economist, Investment and Private Sector Promotion, East African Community Secretariat

GIZ is implementing the project on behalf of BMZ. By international comparison, the German economy is under-represented in the six EAC partner states Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. The innovative pilot project 'Creating Perspectives: Business for Development (East Africa)' has a clear goal: developing business in East Africa to create perspectives for skilled jobs.

DANIEL EGUNGA, DIRECTOR OF DUO STAR, SOUTH SUDAN: ‘The project 'Creating Perspectives' is very exciting as different people from different countries are coming together. It is a platform to exchange challenges and a way forward and gives us – the East African companies – the opportunity to improve our individual organisations. No matter the level of our expertise, the project is really impacting our knowledge so that our products can enter the global market.'

GITAU KAMAU, DIRECTOR OF DK ENGINEERING, KENYA: ‘What I can say about the training today? It opened my eyes. I strongly believe that this will take us to another level and make us competitive in the market.'

CHRISTINE LUBOGA, MANAGING DIRECTOR, CHRISAMS DESIGNS, UGANDA: ‘'Creating Perspectives' is a project that has given my company Chrisams Designs Ltd a great opportunity for growth and to network internationally. I believe with the knowledge acquired we will scale up business opportunities. The first trainings have given me important insights into the field of strategic thinking to develop regional and international business. Additionally, they have increased my interest in the project even more – now I am really motivated to find a German company with mutual interest.'
Innovative & business-oriented

Creating Perspectives is developing initial partnerships between German and East African companies.

The German Federal Ministry for Economic Cooperation and Development (BMZ) and the East African Community (EAC), in cooperation with the Federation of German Industries (BDI) and the East African Business Council (EABC) and its member institutions, are promoting business partnerships between German companies and selected East African SMEs ready to upscale their business.

“The project is looking at supporting private sector to get into partnerships with and get mentoring from German enterprises as well as market access to Germany.”

Charles Omusana, Principal Economist, Investment and Private Sector Promotion, East African Community Secretariat

GIZ is implementing the project on behalf of BMZ. By international comparison, the German economy is under-represented in the six EAC partner states Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. The innovative pilot project ‘Creating Perspectives: Business for Development (East Africa)’ has a clear goal: developing business in East Africa to create perspectives for skilled jobs.
DANIEL EGUNGA, DIRECTOR OF DUO STAR, SOUTH SUDAN:

“The project Creating Perspectives is very exciting as different people from different countries are coming together. It is a platform to exchange challenges and a way forward and gives us - the East African companies - the opportunity to improve our individual organizations. No matter the level of our expertise, the project is really impacting our knowledge so that our products can enter the global market.”

CHRISTINE LUBOGA, MANAGING DIRECTOR, CHRISAMS DESIGNS, UGANDA:

“Creating Perspectives is a project that has given my company Chrisams Designs Ltd a great opportunity for growth and to network internationally. I believe with the knowledge acquired we will scale up business opportunities. The first trainings have given me important insights into the field of strategic thinking to develop regional and international business. Additionally, they have increased my interest in the project even more – now I am really motivated to find a German company with mutual interest.”

GITAU KAMAU, DIRECTOR OF DK ENGINEERING, KENYA:

“What I can say about the training today? It opened my eyes. I strongly believe that this will take us to another level and make us competitive in the market.”
When opportunity meets expertise

East African companies know what the region has to offer and together with German business they have the chance to unlock this potential.

Contacts and reliable partnerships are the basis for future business. 'Creating Perspectives' provides German companies with insights into promising market segments in the region and helps them establish their initial relationships. In their role as mentors in tandem with East African entrepreneurs, they share expertise and benefit from the local knowledge of the tandem partners. They thus gain access to the market and develop their business. The companies themselves decide whether to set up a sales network, transfer technology or establish a joint venture, for example.

We support and advise, bring the selected East African entrepreneurs into dialogue with German companies and organise mentoring partnerships where there is a mutual project idea.
Our range of services for East African companies

We have selected more than 70 SMEs from all six EAC partner states which are ready for the next surge in growth.

After an in-depth needs assessment of the selected East African companies, we designed a capacity development strategy for upscaling their business model.

TRAINING: To prepare them for potential partnerships with German firms, the East African SMEs are offered management trainings with a focus on international business development. Being implemented by prestigious German training institutes and local trainers - with practical inputs from German firms - they offer the companies a good mix of theory and practice.

COACHING: In order to implement what has been learned during the trainings, individual coaching sessions are possible. Even specific technical challenges can be tackled together with experts. If the topic is relevant for sector clusters, group coachings can be organised accordingly.

MENTORING: After analysing specific challenges of single SMEs we try to link them with German counterparts for a mentoring partnership. In addition, cooperation project ideas can be elaborated based on a joint business interest.
The new partnership

A success-oriented pilot approach: BDI and GIZ partner to create sustainable business networks between Germany and East Africa.

With its 36 industry associations, representing the interests of more than 100,000 German companies, BDI is the leading organisation in German industry. As a public-benefit federal enterprise with 20,726 employees, GIZ supports the German government and many public and private sector clients in around 120 countries in achieving their objectives in international cooperation.

The new partnership is business-, solution- and growth-oriented. The project offers an attractive support structure with motivated teams from the international, regional and national development and business community.
DR. BURKHARD LOHR, 
BOARD CHAIRMAN, K+S:

“K+S has been active in East Africa since 2013 with the project ‘Growth for Uganda’, through which we provide agricultural advice and training to small farmers. As part of our new corporate strategy ‘Shaping 2030’ we want to further strengthen our activities in the region. We support the concept of ‘Creating Perspectives’ because we are convinced that a connection of East African and German companies through cooperation, training and mentoring is the right way to do so. This is the basis of development and sustainable business, while creating valuable exchanges and new experiences and insights on both sides.”

INGEBORG NEUMANN, 
FOUNDER AND MANAGING PARTNER, PEPPERMINT HOLDING:

“Investment and job opportunities for young people in Africa are triggering the fastest development leaps on our neighbouring continent. Therefore the Peppermint industry group supports the initiative ‘Creating Perspectives’ and its approach: that African and German companies achieve more together. We are convinced that with trainings and mentoring projects we can provide important impulses and that promising business ideas of young entrepreneurs can lead to success. Together we are strong and successful. We create win-win situations for entrepreneurs in our country and on the African continent.”
The project 'Creating Perspectives' is very exciting as different people from different countries are coming together. It is a platform to exchange challenges and a way forward and gives us - the East African companies - the opportunity to improve our individual organizations. No matter the level of our expertise, the project is really impacting our knowledge so that our products can enter the global market.

GITAU KAMAU, DIRECTOR OF DK ENGINEERING, KENYA:
“What I can say about the training today? It opened my eyes. I strongly believe that this will take us to another level and make us competitive in the market.”

CHRISTINE LUBOGA, MANAGING DIRECTOR, CHRISAMS DESIGNS, UGANDA:
“'Creating Perspectives' is a project that has given my company Chrisams Designs Ltd a great opportunity for growth and to network internationally. I believe with the knowledge acquired we will scale up business opportunities. The first trainings have given me important insights into the field of strategic thinking to develop regional and international business. Additionally, they have increased my interest in the project even more – now I am really motivated to find a German company with mutual interest.”

Contact

Germany
Anne Lauenroth · Advisor
c/o Federation of German Industries (BDI)
Breite Straße 29 · 10178 Berlin · Germany
E anne.lauenroth@giz.de
T +49 30 20281706

East Africa
Eckhard Heine · Programme Manager
c/o East African Business Council (EABC)
Ninth Floor, Mafao House
Old Moshi Road
Arusha, Tanzania
E eckhard.heine@giz.de
T +255 752915870