Creating Perspectives: Business for Development

East Africa
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.
Creating Perspectives: Business for Development East Africa

The Voice of the Private Sector

Implemented by: In cooperation with:

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Contact

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

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

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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.
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JÖRG WELLMEYER, MITGLIED DES VORSTANDS, STRABAG:

“Creating Perspectives’ focuses on two key areas: knowledge transfer and local solutions. Strabag International GmbH is already transferring and successfully implementing these areas of expertise in East Africa. Since we are always looking for new long-term partnerships, the project-driven networking of German and East African companies is very worthwhile for us.”

HEIKE BERGMANN, SENIOR VICE PRESIDENT, SALES AFRICA, VOITH HYDRO:

“We support the innovative project idea of ‘Creating Perspectives’: Building bridges between German and East African companies and transferring know-how to both sides. We at Voith Hydro look forward to contributing to renewable energy and local value creation in East Africa.”

THOMAS SCHÄFER, CHAIRMAN & MANAGING DIRECTOR, VOLKSWAGEN GROUP SOUTH AFRICA:

“Creating Perspectives’ connects German and East African companies regarding local value creation. A good idea which VW is currently implementing in Rwanda with a view to mobility concepts. It is important to use and strengthen the potential especially of young entrepreneurs, for joint project ideas and thus to contribute to solving the challenges on the ground.”
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Contact

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