



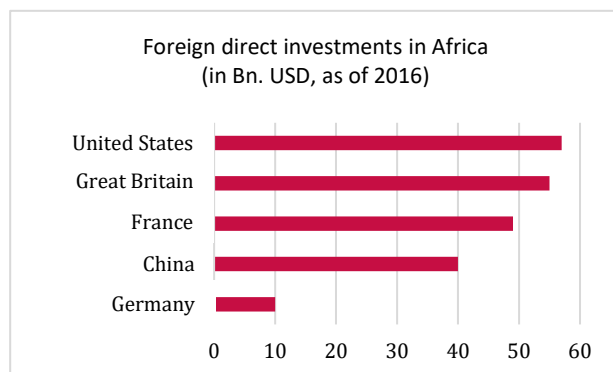
# Together for growth and jobs in Africa

## Special Initiative „Training and Job Creation“

### Africa – Continent of chances!

Economic reforms and improved competitiveness have led to new, dynamic growth markets in many places on our neighbouring continent. African countries increasingly offer new attractive perspectives for companies and investors: A young population, growing availability of workforce and skilled labour, rising buying power, new markets and integration in global value chains. With annual growth rates of seven percent and higher, countries like Ethiopia, Ghana, Senegal and Ivory Coast belong to the fastest growing economies globally.

However, the German industry is internationally compared still conservative regarding investments in Africa. The result: While companies and investors give away the chance to position themselves in a favourable place for competition in the future markets, the African partner countries lack important growth impulses that are indispensable for sustainable prosperity.



### Jobs – A Win-Win-Situation!

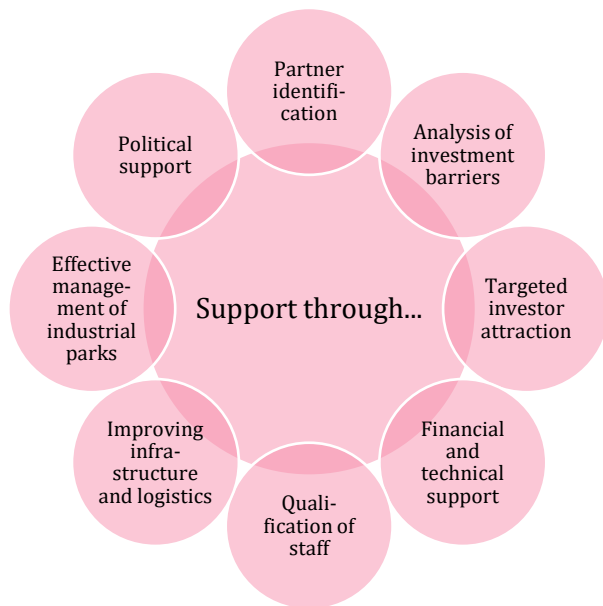
That is why the Federal Ministry for Economic Cooperation and Development (BMZ) has set the goal to support **German, European and African companies and investors** in their commitment in Africa. Based on the **Marshall Plan with Africa** and the G20 investment partnership **Compact with Africa**, the BMZ's Special Initiative Training and Job Creation wants to **promote sustainable investments that lead to employment in Africa**.

### How do we support your commitment in Africa if you are an entrepreneur or investor?

- In cooperation with the partner countries we develop attractive business locations – including business and industrial parks – for companies, e. g. in the automotive and aviation industry, electronics, the textile or food processing industry.
- Together with you and the local partners on site we develop projects with the intention to reduce concrete investment obstacles.
- We help you set up business connections with African SMEs (and with the decision makers in the local markets).

You would like to engage in Africa or expand existing commitment in one or several of the Special Initiative's **partner countries – Ghana, Tunisia, Ethiopia, Ivory Coast, Morocco, Rwanda and Senegal** – and thereby contribute to the creation of jobs?

You are looking for well-networked contacts with Africa-know-how? Get in touch with us and **let us work together on your business scenario.**



We help you expand your business potentials – customised and individual. Based on a detailed analysis of your investment barriers we develop sustainable solutions, for example in **joint project development workshops**. This may be an improvement of product quality in the local supply industry, education and training of workers and specialists, improved infrastructure or supporting the development of sustainable industrial parks as well as their management: The aim of the Special Initiative is to combine the strengths of the private sector and politics to find sustainable solutions together.

We set great importance on the **collaboration between the involved companies and investors, the German Chambers of Commerce Abroad and other relevant actors on site as well as the partner and the German government** – from the ideation to the implementation of the project.

The Special Initiative makes use of well-established instruments of *Capacity Development* and support models that have been developed specifically for the [cooperation with the private sector](#). For example, with the programme [develoPPP.de](#) the BMZ supports the private sector in cases where entrepreneurial chances match developmental goals.

The Special Initiative is expanding the support models with the objective to extend the demand-based cooperation with the private sector. That is why, for example, the project “develoPPP for jobs”, which focusses on job creation, is newly developed and active since January 2019. Moreover, a regional investment facility is supposed to support and finance investments that promote job creation.

### **Concrete: The job partnership – An “Automotive Management Academy” for Tunisia**

In October 2018, the three German automotive suppliers DRÄXLMAIER Group, LEONI AG and Marquardt GmbH, as well as the BMZ, signed a memorandum of understanding to reduce staff shortages in the Tunisian automotive sector by further qualification. Objective: An innovative **training and job partnership creates an additional 260 vocational training positions and 7.500 jobs.**

Starting point was a joint project development workshop by the companies and the Special Initiative where the **shortage of qualified personal in the middle management on site** was realised as the main investment barrier. The jointly developed solution: **Establishing an “Automotive Management Academy”** – a training facility based on the German dual system that qualifies suitable candidates for jobs in the middle management of the named and other companies.

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