

## Call for Proposals for a “Transformative Company Support Programme in Field of Digital Economy” by GIZ’s Private Sector Development Ethiopia (PSD-E) Project

### Who we are:

Ethiopia is undergoing a major shift toward a more open, market-oriented economy. These changes are creating new opportunities for private-sector-led growth but also pose challenges for Ethiopian companies such as bureaucratic obstacles in the areas of taxation and customs, limited access to finance, and increasing global competition.

The **Private Sector Development in Ethiopia (PSD-E) Project** (2025-2029), implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Government and in collaboration with the Ministry of Innovation and Technology, helps the Ethiopian private sector capitalize on the emerging opportunities of the reforms while minimizing the associated risks.

For more information, please visit our website: [Private Sector Development in Ethiopia \(PSD-E\) | GIZ](#)

### What we are looking for:

The PSD-E project specifically aims to **collaborate with “transformative companies”** – that is, ambitious companies with real growth potential and scalable business models that contribute to, for example, job creation at a larger scale, increased local value creation, more sustainable local supply chains, or greater participation in local, regional, and international markets (e.g., through exports).

Your company should **operate in or actively implement Digital Economy solutions** or approaches in one of the following focus areas:

- **ICT services** focusing on software development, artificial intelligence (AI), cybersecurity, and FinTech solutions.
- **Business Process Outsourcing (BPO) services** including customer service, HR, finance, and digital marketing.
- **Digital audiovisual content creation**, including but not limited to film, series, animation, video gaming and immersive technologies (VR/AR).

Additionally, your company should be willing to act as a **“transformative development partner”** of the PSD-E project within the Digital Economy field. This includes working toward generating positive spillovers and developmental impacts for other market actors and contributing to a broader sector-wide transformation.

**If your company operates in one of the above focus areas and is interested in engaging as a transformative partner in the Digital Economy field, we encourage you to apply.**

## What we can offer:

### A) Firm-level technical support

Selected companies will receive **tailored technical assistance** to address specific business constraints and strengthen their growth potential. The specific support package will be jointly defined between the selected companies and the PSD-E project and formalized in a **Technical Support Agreement**. In the application form included in the *How to Apply* section, you may indicate the types of support most relevant to your business needs.

To give you an idea, support may include, but is not limited to:

- Meeting quality standards
- Improving operational and resource efficiency
- Developing new products or services
- Strengthening suppliers and sourcing systems
- Building market linkages and value chain partnerships (incl. to German / European markets)
- Strengthening collaboration with ecosystem partners and industry actors
- Strengthening management and performance systems

As the PSD-E project provides **non-financial technical support only**, the programme will not finance or cover the following:

- Cash transfers to companies
- Company staff salaries, routine operating costs, or working capital
- Construction, major civil works, or the purchase or import of machinery and equipment

### B) Implementation support for joint developmental impact initiatives

In addition to the firm-level technical support, selected companies will collaborate with the PSD-E project to design and implement **joint initiatives** that generate wider development impact in the Digital Economy field. These initiatives go beyond the needs of a single company and aim to create **positive spillovers for other market actors to contribute to a broader sector-wide transformation**.

The scope of such initiatives will be **jointly defined between the selected companies and PSD-E**, and may involve contributions of time, expertise, coordination efforts, or other resources from both sides.

Examples of such wider developmental impact contributions may include, but are not limited to:

- **Supporting digitalisation of MSMEs**, including shared tools for e-commerce, digital payments, CRM/ERP, or productivity systems.
- **Promoting digital standards and compliance** by helping partners adopt baseline information-security protocols, data-handling policies, and operational standards.
- **Piloting scalable digital solutions** such as automation, AI-enabled tools, customer-support platforms, or digital-finance solutions that can be adopted or replicated across the ecosystem.
- **Expanding local digital content and platform ecosystems**, including open APIs, language-localised applications, or developer communities that strengthen domestic innovation capacity.
- **Strengthening digital audiovisual content ecosystems** by supporting creators to improve production capabilities, quality standards, and industry readiness.
- **Expanding digital-content distribution and monetisation pathways** that enable locally created audiovisual content to reach broader markets and generate revenue.

## What we expect from participating companies:

If your company is interested in applying to this programme, please note that participating companies are expected to meet the following commitments:

- **Engage in time-bound technical support**, with clear commitments and defined responsibilities on both sides.
- **Dedicate the necessary management time and internal resources** to implement agreed improvements, including providing access to relevant data and, where appropriate, contributing in-kind resources or co-investments.
- **Collaborate with PSD-E on joint initiatives that generate wider development impact in the Digital Economy sector**, including activities that create spillovers for other market actors or strengthen sector-wide systems.
- **Be open to collaboration and knowledge sharing**, contributing to spillovers through peer learning, supplier engagement, or participation in sector platforms.
- **Respond promptly to requests for clarifications or additional information** during the application and evaluation process, ensuring a fair and efficient selection process.

## Application process:

**Who can apply:** If your company has the potential to become a transformative partner in Ethiopia's Digital Economy sector, is a legally registered private company in Ethiopia, has been operational for at least three years, and is not under bankruptcy, liquidation, or formal insolvency proceedings, we would like to hear from you.

**How to apply:** You are invited to submit your proposal through the online application form: [Transformative Company Support Programme by GIZ's Private Sector Development Ethiopia \(PSD-E\) - Application Form](#) before **11:59 PM EAT on 29<sup>nd</sup> of May 2026**.

**What happens next:** The selection process will follow a phased and competitive approach, designed to progressively assess eligibility, commitment, and readiness of companies to engage in this programme.

The process will consist of the following steps:

- **Initial application review:** Submitted proposals will be assessed for basic eligibility, the transformative impact potential of your company, and the feasibility of the support requested within this programme.
- **Shortlisting and interview:** Based on the application assessment, shortlisted companies will be invited to participate in a brief interview to discern actual management commitment.
- **Company diagnostics:** A further subset of companies will be selected for deeper diagnostics, including on-site visits and verification of relevant documentation.
- **Technical Support Agreement:** With finally selected companies, the PSD-E project will jointly develop a Technical Support Agreement defining the scope and modalities of collaboration.

**Questions and support:** For any questions regarding the application process, please contact: [Info.psdethiopia@ke.ey.com](mailto:Info.psdethiopia@ke.ey.com). To ensure transparency and fairness, responses to questions will be shared with all applicants through a **FAQ document**. Individual briefings will not be provided during the Q&A period.

**Disclaimer:** GIZ reserves the right to amend, suspend, or cancel this call, request clarifications or additional evidence, and reject any application. Submission of an application does not guarantee selection or the conclusion of a Technical Support Agreement.