2nd German-African Business Summit
8–10 February 2017
InterContinental Hotel Nairobi/Kenya
Following the great success of the first German-African Business Summit (GABS) in Berlin two years ago, I am privileged and proud to witness this second edition in 2017: the first German-African Business Summit on the African continent. The Sub-Saharan Africa Initiative of German Business (SAFRI) has deliberately chosen the vibrant capital city of Kenya to be our summit location. Nairobi’s key role as a strong regional hub in the dynamically growing East African region provides a perfect setting for discussing deepening business partnerships between Sub-Saharan Africa and Germany. I am personally very grateful to our Kenyan friends for their cooperation and hospitality.

Sub-Saharan Africa is again set to grow stronger this year after a mainly commodity induced slowdown in 2016. Despite continuing challenges in the global economic and political landscapes currently creating complex uncertainties, African growth is and will continue to be robust mid- to long term. This holds specifically true for Sub-Saharan African countries investing in economic diversification based on sound, business friendly economic policies.

German business is not only aware of the opportunities this African growth story provides, but proactively engages in true partnerships to foster economic diversification. We offer reliable partnerships not only for investing in technology but even more so for developing people – to grow together. With the German-African Business Summit, SAFRI offers a platform for decision-makers from business and politics from Africa and Germany to exchange views and experiences, explore business opportunities and to establish or deepen personal contacts. Therefore I wish all of us lively and fruitful discussions. Let us now do business!

Prof. Dr. Heinz-Walter Große
SAFRI-Chairman
Chairman of the Management Board, B. Braun Melsungen AG

This year, the German-African Business Summit is to be held on African soil for the first time. I am delighted that the Sub-Saharan Africa Initiative of German Business agreed to the proposal of the Summit in Berlin two years ago and organised the meeting in Nairobi.

Sub-Saharan Africa is undergoing sweeping changes. The economic turnaround in many countries and regions offers new opportunities for entrepreneurship. People’s needs are diverse, the energy and will for change amongst the young population are palpable. Given their great technical expertise and high training standards, German businesses have an excellent reputation in Africa. The German-African Business Summit aims to help provide an overview of developments in individual markets and information on opportunities and risks on the ground.

I would like to thank the Sub-Saharan Africa Initiative of German Business and the associations behind it, the German-African Business Association, the Federation of German Industries, Federation of German Wholesale, Foreign Trade and Services and the Association of German Chambers of Industry and Commerce for lending such active support from the outset. The Summit would not have been possible without this impressive commitment. This also holds true for our Kenyan partners whom I would like to thank for their wonderful hospitality.

I wish all the participants a successful Summit, interesting meetings and constructive discussions in Nairobi.

Sigmar Gabriel
Federal Minister for Foreign Affairs
The German-African Business Summit is being held in Africa for the first time, sending two signals: There is an increased focus in African-German business relations on investment and value chains in Africa. And our African partners play a key role for the development of a functioning private sector.

This also forms the basis for the Marshall Plan with Africa that I am presenting for discussion, with cornerstones for a new African-European partnership for development and peace. By 2050, Africa’s population will double and then account for 20% of the global total. The average age in Africa is 18. Africa and Europe have a shared responsibility to give this young generation economic opportunities on the ground. The great challenge is to create 20 million new jobs every year. We can only do this together. But German and African enterprises also have a unique opportunity to benefit from this dynamism and foster sustainable economic growth. We offer support to entrepreneurs who are committed to this – in areas such as vocational training, sustainable farming and renewable energy. In the future, we will make even greater use of our development money to leverage private investment, thus lending momentum to employment and sustainable development.

I wish us all a successful conference, and I wish African and German entrepreneurs every success as they seek to deepen their future cooperation.

Dr. Gerd Müller
Federal Minister for Economic Cooperation and Development

Thanks to high population growth, new purchasing power and advances in technology, for example in information and communication technology and renewable energy, German firms are increasingly interested in an African market which is offering valuable potential for growth.

Some countries of Sub-Saharan Africa are exploiting their wealth of energy sources and agricultural potential and are diversifying their economies.

This opens up major opportunities for German-African economic relations in the fields of trade and investment. German companies are excellent partners – they assume responsibility, comply with high international standards, invest in local provision of vocational training and promote the transfer of technical expertise.

Holding the G20 presidency this year, the German government is contributing towards intensifying international partnership with Africa.

I hope that the German-African Business Summit will offer you the opportunity for further successful discussions and will provide you with interesting ideas for your activities in Africa.

Brigitte Zypries
Federal Minister for Economic Affairs and Energy
WEDNESDAY, 8 FEBRUARY
19:00–23:00  Welcome Reception in Cooperation with Volkswagen

THURSDAY, 9 FEBRUARY
07:30–08:30  Registration
08:30–09:30  Opening Speeches
- Prof Dr Heinz-Walter Große, Chairman of the Sub-Saharan Africa Initiative of German Business (SAFRI)
- Brigitte Zypries, Federal Minister for Economic Affairs and Energy, Germany
- H. E. Uhuru Kenyatta, President of Kenya
09:30–10:00  Coffee Break
10:00–10:20  Speech
- Dr Gerd Müller, Federal Minister for Economic Cooperation and Development, Germany
10:20–10:40
10:40–12:00  Setting the Scene: Economic Growth in Africa
- Peter Lokere, Minister of State at the Ministry of Energy and Mineral Development, Uganda
- Thomas Kavanningilamo Alveencond, Minister of Economic Planning, Namibia
- Adan Mohamed, Cabinet Secretary at the Ministry of Industry, Trade and Cooperatives, Kenya
- Felix Mutati, Minister at the Ministry of Finance, Zambia
- Akiswamu Ambade, Governor of Lagos State, Nigeria
12:00–13:30  Networking Lunch
13:30–15:00  Integrated Africa: Regional Economic Integration and Emerging Business Opportunities
- Could regional integration make Africa the next big economic success story?
- Setting the Scene and Moderation:
  - Dr Stefan Mair, Member of the Executive Board of the Federation of German Industries (BDI)
- Panel Discussion:
  - Thomas Schäfer, Chairman & Managing Director of Volkswagen Group South Africa
  - Flora Mutahi, Chairwoman of Kenya Association of Manufacturers (KAM), Kenya
  - Dennis Awori, Vice Chairman Kenya of East African Business Council (EABC)
  - BRCK, Kenya
  - TwigaFoods, Kenya
  - Andela, Nigeria / Kenya
  - Leadspace, Nigeria
  - New Generation Mindset (NGM), South Africa
  - InnoBl, South Africa
15:00–15:45  Business Speed Dating
15:45–17:15  African Pioneers: Innovation and Digitalization on the continent
- African Start Ups shake the continent
- How to promote innovation and digitalization
- Setting the Scene/Pitches:
  - BRCK, Kenya
  - TwigaFoods, Kenya
  - Andela, Nigeria / Kenya
  - Leadspace, Nigeria
  - New Generation Mindset (NGM), South Africa
  - InnoBl, South Africa
18:30–21:30  Evening Reception at the Residence of the German Ambassador

FRIDAY, 10 FEBRUARY
09:00–09:15  Opening Speech
- Dr Michael Meister, Parliamentary State Secretary at the Federal Ministry of Finance, Germany
09:15–10:45  Finance in Africa: Opportunities and Requirements
- How to finance trade and investment projects
- How to deal with economic and political risks
- Setting the Scene:
  - Heike Bergmann, Senior Vice President, Sales Africa of Voith Hydro GmbH & Co. KG
- Panel Discussion:
  - George O. Otieno, Chief Executive Officer of African Trade Insurance Agency
  - Heike Bergmann, Member of the Board of Management of Voith Hydro GmbH & Co. KG
  - Christiane Laibach, Member of the Management Board of DEG - Deutsche Investitions- und Entwicklungsgesellschaft
  - Dr Martina Höppner, Head of Department at Euler Hermes Aktiengesellschaft, Federal Export Credit Guarantee
  - Harold Leenen, Head Global Transaction Banking Middle East & Africa, Chairman Sub Sahara Africa for Deutsche Bank
10:45–11:15  Coffee Break
11:15–12:45  Success Stories in Africa
- German-African Business models – why did I succeed?
- What is needed to work successfully with African partners
- Setting the Scene and Moderation:
  - Christoph Kannengießer, CEO of German-African Business Association (Afrika-Verein)
- Panel Discussion:
  - Vandan Rughani, Managing Director of Robert Bosch East Africa Ltd.
  - Ulrike Bröckner, Managing Director of Ndö & Partner
  - Thomas Duveau, Head of Business Development of Mobisol GmbH
  - Kimani Rugendo, Director of Kevian Kenya Limited
12:45–13:00  Closing
- Prof Dr Heinz-Walter Große, Chairman of the Sub-Saharan Africa Initiative of German Business (SAFRI)
13:00–14:30  B2B Session and Lunch
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Opening of the Thika production facility marks Volkswagen’s expansion into Africa

The inauguration of the Polo Vivo production facility in Thika by His Excellency Uhuru Kenyatta, President of Kenya and Dr Herbert Diess, CEO of the Volkswagen Brand in December 2016 marked Volkswagen’s expansion into Africa. The opening of the facility signaled an important step for the Volkswagen brand as it expands into new emerging markets – with the right products and expertise from the region.

Currently Kenyan customers are largely restricted to buying mostly second hand imported cars. Furthermore, these used vehicles are often sold with no warranties or proper after sales service. This is what has prompted Volkswagen – a forward thinking and entrepreneurial company – to re-enter the Kenyan market with a complete package for motorists; a locally assembled car, a comprehensive manufacturer’s warranty and service plan.

The Polo Vivo, the best-selling vehicle in Sub Saharan Africa, has so far only been produced in South Africa. It therefore makes sense for this model, and Volkswagen South Africa, to lead the expansion into Africa as Volkswagen plans to create a new region for the Group in Africa. Part of the strategy is to develop affordable innovative financing packages with local banks that will expand the new market significantly.

The initial production capacity will allow Volkswagen to produce up to 5000 vehicles per year at the Thika factory operated by Kenya Vehicle Manufacturers (KVM). The project is a joint venture with well-known local company, DT Dobie.

Employees working on the Volkswagen line have been fully trained on the production systems and processes to ensure that the Kenyan Volkswagen vehicles will have the same high quality as other Volkswagen production plants around the world.

In addition, development and training of people will not be limited to Volkswagen employees. It will also include the broader community. Discussions are in progress with other German companies and the German Government to build and develop a fully-fledged technical training academy in Nairobi, which will be a catalyst for upskilling and development for the industry.

Next Phase in Volkswagen’s Africa Strategy

The next exciting phase in Volkswagen’s Africa Strategy will be a new and innovative integrated automotive mobility concept in Rwanda.

In December 2016, His Excellency President Paul Kagame of Rwanda and Thomas Schaefer, CEO of Volkswagen South Africa signed a Memorandum of Understanding (MOU) which aims to create a new modern car sharing and ride hailing concept in Kigali using cars built in Africa. The cars will be accessed by local customers via a custom designed App. Rwanda does not have an established vehicle industry.

Similarly to the boom of the telecoms industry where consumers moved from having no fixed telephone lines straight to smartphones, the opportunity exists for Rwandan consumers to consider integrated automotive mobility concepts, like car hailing services or car sharing and thus largely skipping private car ownership. Rwanda’s capital Kigali is the most high tech and connected city in Africa and therefore lends itself to pioneering mobility concepts in and for Africa.

The possibility of combining the integrated automotive mobility concepts, using alternative propulsion methods, will be explored by considering using cars such as the e-Golf and e-up! which would require the building of charging infrastructure. This would fit in with Rwanda’s green electrical procurement drive and could act as a possible pilot project for other cities.

Again as in other countries where Volkswagen is active, a focus on training and development of the local population will be key. A cooperation with the German Government and other German companies to build a technical training academy will be explored.
Optimise every opportunity

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About SAFRI

SAFRI is a joint initiative and umbrella organization of leading business federations – the Association of German Chambers of Commerce and Industry (DIHK), the Federation of German Industries (BDI), the Federation of German Wholesale, Foreign Trade and Services (BGA) and the German-African Business Association (AV). SAFRI, through its supporting organizations, bundles the economic concerns of German business active in Sub-Saharan Africa. This concerted approach guarantees an effective representation of business interests towards policy-makers and offers a single platform for discussion with partners within Sub-Saharan Africa.

The objective of SAFRI is to intensify cooperation with the countries of Sub-Saharan Africa and to foster mutual trade and investment. SAFRI is therefore strengthening the perception of Africa as a continent of opportunities for German business, supporting the dialogue between German and African business and industry and providing a platform of exchange for German and African partners.