



World's Finest Made for Africa

The Unique Trade Fair & Conference within the
African Continent

2nd – 4th March 2023

Skylight Hotel, Addis Ababa, Ethiopia



Welcome to MADE IN GERMANY 2023



As partner and co-organizer of MADE IN GERMANY – AFRICA

the team of the German Embassy and I are pleased to welcome all participants from Germany as well as all counterparts from Africa. Germany is known for a wide range high-quality and reliable products. Innovative solutions for today's markets, sustainability and customer satisfaction have been hallmarks of German Companies for many decades. We wish everyone who participates in MADE IN GERMANY – AFRICA a great time and successful business.

Stephan Auer, Ambassador
German Embassy, Addis Ababa / Ethiopia



As organizer of MADE IN GERMANY – AFRICA I am honoured and pleased to welcome you to a unique meeting platform within the African continent that will have great economic impact on Africa and Germany.

At a time where the number of Africa's middle class has tripled over the last 30 years to 313 million people due to strong economic growth, a move towards a stable, salaried job culture and away from traditional agricultural activities, Germany's position as an important and reliable partner for trade and investment is consolidating more and more within the continent. The same time Germany has put focus on preferred partnership with Africa to promote private sector-led development by improving the conditions for private investment, including in infrastructure.

Due to this we are confident that attending at MADE IN GERMANY – AFRICA will be a multiplier to all participants involved.

Skander Negasi
CEO, Trade and Fairs Group



Major Expo with World's Finest Products and Services

At Made in Germany Show you may expect the world's best products & services planned for the African market. As an exhibitor at Made in Germany you'll be on hand when the leading international trade fair of the year sets benchmarks for the entire sector. With its international visitor profile and high proportion of decision makers, this famous event will attract not only exhibitors but also conference attendees as well as politicians discussing bilateral relationships.



High End Conference and Workshops

At MADE IN GERMANY - AFRICA international experts will present and discuss important topics with over 800 participants. Presenters will speak about current and upcoming topics that will help Africa and Germany finding solutions for successful collaboration for the daily work & trade business as well as understanding common needs.



Diplomatic Talks on Eye Level

In separate rooms diplomats and government personnel have the opportunity to speak about political solutions needed for a common understanding in daily trade.



Promising Investment Discussions

At special rooms, African governments and enterprises will meet German counterparts through pre-organized schedules to discuss investment opportunities between both sides.

World's Finest – Made in Germany



“Made in Germany” is the most highly regarded quality label for goods and services around the world, outshining other major exporting nations’ trust marks such as “Made in USA” or “Made in UK”. This is one of the findings from Statista’s Made-In-Country Index (MICI). The global ranking of countries allows for revealing analyses of the image that countries around the world have of certain products.

In early 2021, Statista, in cooperation with Dalia Research, surveyed over 43,000 consumers from 52 countries, in what is one of the world’s largest and most comprehensive studies on international trade. Statista thus establishes a reliable and comparable standard for the assessment of national quality labels, which will be updated over the coming years.

The idea behind the index was to find answers to the following questions: How do consumers worldwide rate products from any other given country? Which “Made in” label ranks highest with global consumers? And finally, which countries are front runners with regard to single criteria such as design, sustainability, or price/performance ratio?

**Made in Germany:
German products have the
best reputation worldwide**



% of global consumers who trust products from the respective country

very / a bit	not at all	not sure
82 %	5 %	13 %

source: <https://yougov.de/news/2021/12/14/made-germany-deutsche-produkte-haben-weltweit-den/>





Sectors

Automobile

Autoparts & Accessories

Baby & Kids

Bakery & Other Food Items

Banking & Finance

Construction & Materials

Education & Training

Electronics

Environment

Furniture & Interior

Garden & Landscape

Health & Beauty

Industrialization & Machinery

It & Telecom

Kitchen & Bath Equipments

Minerals & Mining

Plastic & Packaging

Power & Energy

Safety & Security

Solar & Wind Energy

Textile & Garment

Tools

Tourism

Transport & Logistics

Africa – Continent on the Rise



African economies are beginning to recover from the impact of COVID-19

African economies were badly hit by the emergence of COVID-19 in 2020 and the subsequent slowing of the global economy. On top of this, the lockdowns and restrictions accompanying the pandemic led to drops in the manufacturing of goods, trade volumes, investments, tourism and other revenue-generating activities across the continent.

Most of Africa's nations bounced back slightly in 2021. According to World Bank figures, emerging and developing economies, most of which are in Africa, grew by 6.3% at the end of 2021. The World Bank projects that this marginal growth in sub-Saharan Africa will continue in 2022.

Free Trade Hopes



A free trade zone officially began under the African Continental Free Trade Agreement (also known as AfCFTA) in early 2021, which has been signed by all African countries except Eritrea. Trade under the agreement is supposed to eventually result in a liberalized single market for goods and services, facilitated by the easy movement of people and capital.

In the long-term, the agreement is touted as having the potential to expand manufacturing, reduce poverty and inequality trends, and spur sustainable and inclusive growth.

Because duties and restrictions will fall on goods and services from countries that have ratified the agreement, once the rules of origin are established, this would actually give originating status to products "made in Africa." It will encourage and boost intra-African production, intra-African consumption and intra-African export.

Currently, most African countries are investing in the technical infrastructure needed to support free trade under the agreement. This offers great opportunities for German investors and traders.



Africa's Middle Class Triples to More than 310m Over Past 30 Years

The number of middle class* Africans has tripled over the last 30 years to 313 million people, or more than 34% of the continent's population, according to a new report from the African Development Bank (AfDB). The reasons for the increase in size and purchasing power of the African middle class include strong economic growth, and a move towards a stable, salaried job culture and away from traditional agricultural activities.

Africa's middle class is strongest in countries that have a robust and growing private sector as many middle class individuals tend to be local entrepreneurs. In a number of African countries, a new middle class has emerged due to opportunities offered by the private sector. Other determining factors include the establishment of stable, secure, well-paid jobs, and higher levels of tertiary education.

Geographically, middle class levels vary a great deal across African countries. North Africa has the highest. Tunisia has the highest concentration at almost 90%, followed by Morocco at almost 85% and Egypt with almost 80%. Other countries with high percentages of the middle class include Gabon, Botswana, Namibia, Ghana, Cape Verde, Kenya and South Africa.

* The report defines middle class largely in terms of higher income relative to the average. It notes: "the middle class is usually defined as individuals with annual income exceeding USD3,900 in purchasing power parity terms".



10 Reasons why You Should Engage in Africa Now

High Investment Rate

Availability of Raw Materials

Flexible Government Policies

Great Opportunities for Investors and traders

Relative Political Stability

Flourishing Entertainment Industry

Consumer Increased Demand

Untapped Markets

Potential Workforce

Digital Acceptance



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