



Accelerating German – African Trade and Investment

The Unique Trade Fair & Conference within the African Continent



**14 – 16 March
2024**

Skylight Hotel
Addis Ababa, Ethiopia





MADE IN GERMANY – AFRICA 2024

Presenting World's Finest Products & Services

Introducing the 2nd Edition of MADE IN GERMANY – AFRICA: the most innovative expo and conference showcasing the world's finest products and services for the African market.

As an exhibitor, you will be at the forefront of the leading international trade fair of the year, setting benchmarks for the entire sector. With an international visitor profile and high proportion of decision-makers, this renowned event attracts over 2500 trade visitors, conference attendees, and politicians discussing bilateral relationships.

Explore a diverse range of products, from high-tech machinery and equipment to luxury consumer goods, at the show. German businesses will have the opportunity to showcase their products and connect with potential buyers and partners from all across Africa & beyond.

At the conference, our keynote speakers – experts in business, government, and academia – will provide valuable insights into the current state of the German-African relationship and opportunities for future growth. Attendees can also learn about the latest trends and best practices in various sectors through panel discussions featuring industry leaders.



Welcome Note

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

“

It was a very special event for us. We counted over 100 visitors to our booth. The contacts were very good. We also got two TV interviews.”

MR. MUSA,
KÄRCHER GROUP

“

MiGA was a very good exhibition for us. We had good contacts / visits at our booth. Thank you for a well-organized event with a smooth registration. We will definitely come back.”

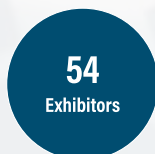
SVEN URBAN,
CEO DIDACTIC GMBH



Facts & Figures

Made in Germany – Africa 2023

Exhibitors



Visitors



Conference



Interest of visit (multiple choices)

17% Services	6% Financial Institutes
15% Construction / Infrastructure / City Planning	5% Tourism Industry / Hotels
11% Government	5% Media
9% Automotive / Technology	4% Interior Design
8% Textile / Leather Footwear	4% Education
8% Whole Sale	3% Shop Chain / Boutique
	7% Others

Level of visitors

54% CEO /MD
21% Director
9% Diplomacy
7% Government body
6% Manager
3% Organizations

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.

What to expect at MADE IN GERMANY – AFRICA:

High End Conference & Workshops

International experts will hold insightful discussions on important topics with over 1000 participants. Our presenters will speak about current and upcoming trends & strategies that will aid in successful collaboration between Africa and Germany for daily work and trade business.

Diplomatic Talks on Eye Level

In separate rooms diplomats and government personnel hold important discussions that are crucial in finding political solutions necessary 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. These meetings provide a valuable opportunity for both sides to explore possibilities for mutually beneficial partnerships.

At MADE IN GERMANY – AFRICA, we strive to provide an engaging and informative platform for all attendees. Whether you’re an expert in the field or just starting out, there’s something for everyone at our event.

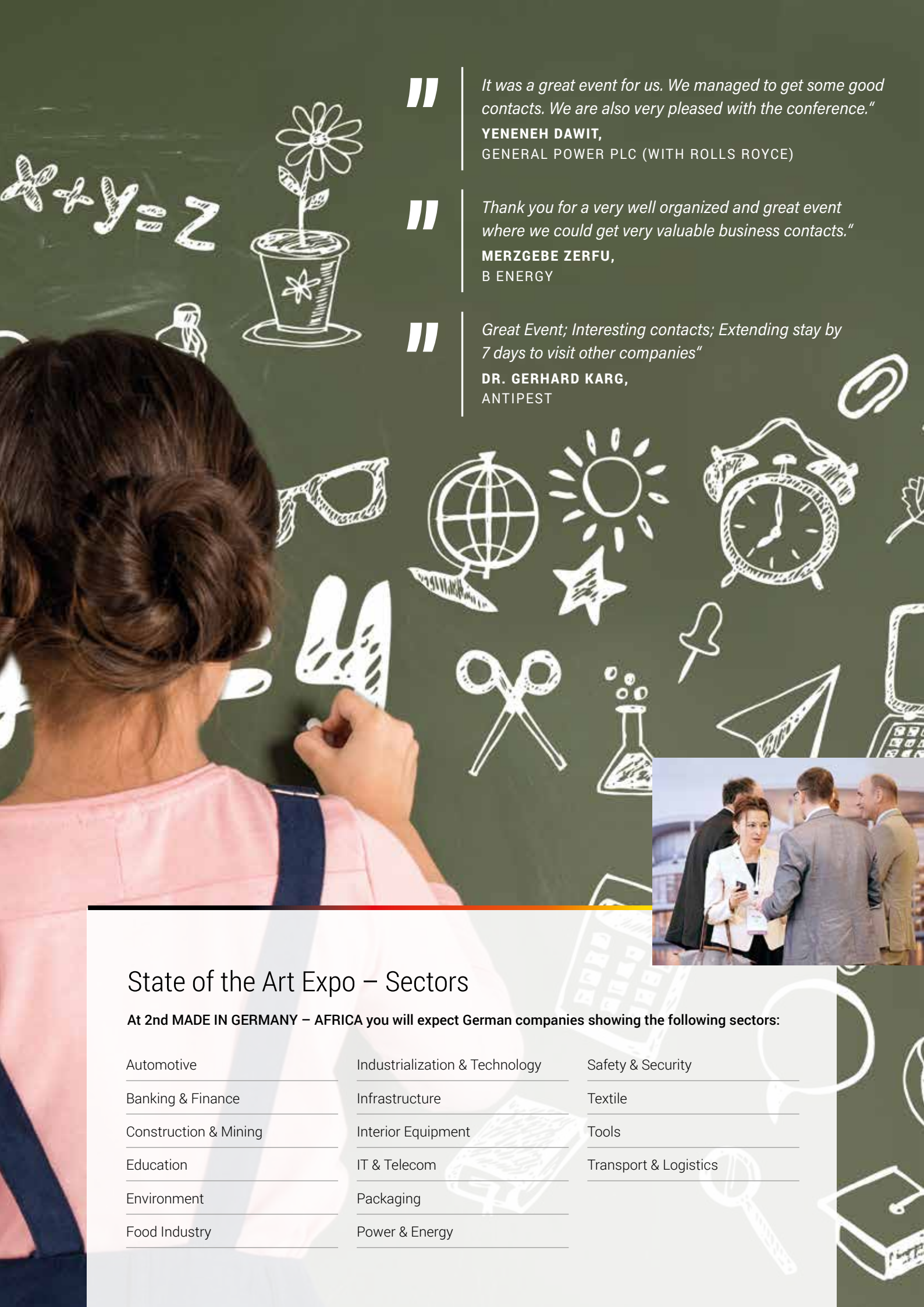
Made in Germany:
German products have the
best reputation worldwide



% 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-in-germany-deutsche-produkte-haben-weltweit-den-/>



"

It was a great event for us. We managed to get some good contacts. We are also very pleased with the conference."

YENENEH DAWIT,
GENERAL POWER PLC (WITH ROLLS ROYCE)

"

Thank you for a very well organized and great event where we could get very valuable business contacts."

MERZGEBE ZERFU,
B ENERGY

"

Great Event; Interesting contacts; Extending stay by 7 days to visit other companies"

DR. GERHARD KARG,
ANTIPEST



State of the Art Expo – Sectors

At 2nd MADE IN GERMANY – AFRICA you will expect German companies showing the following sectors:

Automotive

Banking & Finance

Construction & Mining

Education

Environment

Food Industry

Industrialization & Technology

Infrastructure

Interior Equipment

IT & Telecom

Packaging

Power & Energy

Safety & Security

Textile

Tools

Transport & Logistics

Africa – Continent on the Rise



The African continent is experiencing a rise in international trade and investment due to various factors. These include sustained economic growth, improved political stability, participation in trade agreements, and increased access to finance. Additionally, Africa's fast growing middle class, untapped markets, and abundant natural resources provide new opportunities every day. Moreover, infrastructure development and favorable business environments are making it easier for companies to operate in African markets. Finally, African entrepreneurs are driving innovation and providing solutions to local challenges, while governments are providing support and incentives to attract investment. All of these factors are contributing to the continent's rise in international trade and investments, making it an attractive destination for investors.



What Role Does the Growing Middle Class Play in this?

Africa's growing middle class is driving economic growth and creating demand for goods and services, contributing to the continent's rise in international trade.

According to a 2018 report by the African Development Bank, the middle class in Africa is expected to grow to 1.1 billion by 2060, up from 355 million in 2010.

As this growth continues, there is an increase in demand for goods and services, which in turn creates opportunities for businesses to expand and invest in the continent. They are also a key driver of economic growth, as they have higher disposable incomes, which they can use to invest and spend on various goods and services. This leads to increased consumption, which drives demand for more products and services, creating newer and newer business opportunities.

Additionally, the middle class is a catalyst for innovation and entrepreneurship, as they are more likely to have access to education and training, which in turn allows them to develop new ideas and solutions to local challenges. This provides a fertile ground for startups and new businesses to emerge, driving economic growth and job creation.

In summary, the growing middle class in Africa is creating new opportunities for businesses and entrepreneurs, driving economic growth, and contributing to the continent's rise in international trade and investments.



”

We made meaningful contacts & interactions. Thank you for organizing this high level event.”

JUDITH MARTSCHIN,
MITTELSTAND GLOBAL

”

It was a good event: I have made meaningful contacts – well organized!”

DIMITRI KUSHNIKOVSKIY,
CTO LEX SOLAR

15 Reasons Why You Should Engage in Africa Now

1. **Huge Market Potential:** Africa has a population of over 1.3 billion people, making it one of the largest consumer markets in the world.
2. **Growing Middle Class:** Africa's middle class is rapidly expanding, providing new opportunities for businesses to tap into this market.
3. **Natural Resources:** Africa is rich in natural resources, including minerals, oil, and gas, providing potential for investment in extractive industries.
4. **Untapped Markets:** Many African countries have largely untapped markets, providing opportunities for new products and services.
5. **Trade Agreements:** African countries are part of a number of trade agreements, such as the African Continental Free Trade Area (AfCFTA), which promote regional integration and trade.
6. **Infrastructure Development:** Many African countries are investing in infrastructure development, such as roads, ports, and airports, providing better access to markets and trade.
7. **Competitive Labor Costs:** Africa has a large, young and growing workforce with competitive labor costs.
8. **Favorable Business Environment:** Many African countries have implemented reforms to improve their business environments, making it easier for businesses to operate.
9. **Innovation and Entrepreneurship:** African entrepreneurs are increasingly developing innovative solutions to local challenges, providing new investment opportunities.
10. **Access to Finance:** Many African countries have established financial systems that enable businesses to access credit and finance.
11. **Strategic Location:** Africa is strategically located between Asia, Europe, and the Americas, making it an ideal location for trade.
12. **Rising Economic Growth:** Many African countries have experienced sustained economic growth in recent years, providing a stable and growing market.
13. **Digital Revolution:** Africa is experiencing a digital revolution, with increasing access to mobile phones and the internet, providing new opportunities for e-commerce and digital services.
14. **Government Support:** Many African governments are providing support and incentives for businesses to invest in their countries.
15. **Sustainable Development Goals:** Investing in African trade can help to achieve the United Nations' Sustainable Development Goals, such as reducing poverty and promoting economic growth.



Organizer:

TF°C

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